

Exclusive survey: Consumer attitudes on capsules
—See page 72

Drug Store News launches Inside Pharmacy
—See page 69

DRUG STORE NEWS®

Vol. 8/No. 16 Serving chains, wholesalers and high-volume independents for 57 years. Published by Lebhar-Friedman Inc. July 21, 1986

Triple A
PRODUCT STUDY GAME

COUGH SYRUP
ANALGESIC
EYE CARE
SKIN CARE
VITAMIN
BABY FEEDS
STATIONERY
FILM
SHAVING

"PROMOTION" PROFITS ARE UP!
"DEALS" ADVANCE TO PROFITS
TAKE A DEAL CARD
GO DIRECTLY TO PROFITS

0026934C DR
KEVIN KENDRICK
CONGRESSIONAL INFO SVC 18C
4520 EAST WEST HWY STE 800
BETHESDA MD 20814

NEWS IN BRIEF

Merrell Dow cleared in defect case

SAVANNAH, Ga. — A Georgia jury has ruled that Bendectin, a prescription drug taken for morning sickness during pregnancy, was not the cause of a 9-year-old girl's birth defects.

The verdict ended a nine-day trial held in the U.S. District Court for the Southern District of Georgia that addressed allegations that the Merrell Dow antinausea drug caused the defective hand of Paige Will of Savannah.

Peoples names 4 new coo's

ALEXANDRIA, Va. — Peoples Drug Stores named four new coo's for its operating divisions, announced senior vp-operations Jeffrey Fantle.

They are:

- Kenneth C. Simmons, 44, to vp-mid-Atlantic division, covering 364 stores, from his former post as head of the Midwest division since 1981.
- Harland D. Hotham, 45, to vp-Midwest division, covering 120 stores, from his former post as regional vp-operations in the Washington/northern Virginia area.
- George Hampu, to vp-Lane Drug division, covering 109 stores, from his former post as vp-store operations at Lane.
- John Crisafulli, 38, to vp-Reed Drug division, covering 76 stores, from his former post as regional vp responsible for about 90 stores in Baltimore/southern Pennsylvania.



Kenneth C. Simmons



Harland D. Hotham



George Hampu



John Crisafulli

INDEX

Beauty Beat	10	Inside	
Classified	105	Pharmacy	69
Cosmetics: Category		Kanner: Eve on the	
in motion	62	Marketplace	12
Editorial	6	Merchandising	
Financial	8	Focus	22
Focus on People	61	Ogiba: What's New . . .	16
Gladson: Planogramming		People in the News . . .	14
by Performance	21	Product Update	56
Gladson: Store Manager		Triple A Product	
Training Program	66	Study	25

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B-Mart in the black

Big B eyes combo growth

BIRMINGHAM, Ala. — Big B announced new growth plans for its food/drug combos, as record first-quarter sales and earnings bolstered its aggressive 1986 drug store expansion program.

Big B president Anthony Bruno told stockholders last month the chain will "actively seek locations" for new B-Mart combos. Although growth has been on hold since the last B-Mart opened two years ago, operations have improved, and the division has been in the black, said Robert Little, vp, store operations.

"We feel positive about these stores. It's just a matter of learning the business," said Little.

Reports circulated this year that Big B was considering selling the combos. Analysts have said that some of the stores have taken twice as long to break even as some of their competitors, and have lost money. Part of the reason is that they are saddled with higher cost of goods, since B-Mart must acquire groceries through a wholesaler.

Little said it is unlikely that any new combos will open in 1986, as it takes about six months to open a store after a site has been found.

The combo growth, as well as operations of drug stores, will be supported by a personnel shuffle and the creation of a new position of regional operations director, responsible for operations of all the chain's retail units.

Steven Collins, who has been director of the B-Mart segment, will fill the new position, answering to Little. Big B has hired Mac Baird, a former employee of "a local food chain," as operations chief for B-Mart.

Sales and earnings in the quarter ended May 10 buoyantly rebounded from a fourth quarter slide resulting from

disruptions when Big B moved into its new \$7 million distribution center. Little said the results will allow it to reverse its depressed 1986 annual tally that was strongly affected by the fourth quarter.

"Everybody busted tail for a good first quarter, and we got it. And we expect to put three more good quarters behind that first quarter," said Little.

"We're returning to our normal way of operations," he added.

Unit growth, meanwhile, galloped ahead, supported by a June 3 \$16 million stock sale. With eight openings of new, freestanding and strip center units in the quarter, the chain was focusing on a 30-unit new

store total for the year, with development of Tennessee, southern Georgia, and southern Mississippi markets it entered last year.

About one-half of the stock proceeds will fund the growth, with emphasis in southern Georgia, which could end the year with 15 units, up 10. Remaining proceeds will retire short-term debt.

Big B stock, listed on the NASDAQ market, climbed from \$16 per share at the time of the sale to \$18.75 on July 3.

Little said he will be freed from total day-to-day responsibility for store operations with the creation of the new director's post, allowing him to concentrate on special projects, including merchandising.

Sen. panel OKs bill barring polygraph exemption

WASHINGTON — Controversial legislation barring drug chains, independent pharmacies and other private sector employers from lie detector testing sailed through the Senate Labor and Human Resources Committee recently.

Unlike the earlier House-passed polygraph bill, which contains a drug store industry exemption permitting lie detector testing of employees with direct access to controlled substances, the Senate measure that emerged from the committee late last month includes no such provision.

Throughout the past several months, the Senate polygraph bill—authored by committee chairman Orrin G. Hatch (R-Utah)—has met with stiff opposition from drug store industry groups.

On the other hand, the American Pharmaceutical Association said it strongly supports legislation prohibiting the use of polygraph testing, on grounds that such exams are "used to intimidate and harass employees."

Although many industry leaders are upset about committee passage of the polygraph legislation, a labor committee staffer told *Drug Store News* that the bill was approved "clean," with only one exemption—for government employees and defense contract workers—and with the promise from Hatch that a "compromise" package would be worked out before the measure reaches the Senate floor.

The committee aide said the "compromise" package would most likely water down the legislation altogether and specifically allow for the private sector use of polygraphs with "minimal" federal regulations (such as tighter rules governing examiners and questions asked).

Sav-Mor ads enhance image in Detroit

DETROIT — A 45-member cooperative of independent drug stores in the tri-county metro area has fired up its first multimedia ad campaign, responding to mounting competitive pressure from Arbor Drugs and Perry Drugs.

Sav-Mor Drugs' first use of television and radio ads is part of a stepped-up program to build the organization's image with the buying public.

Besides infusing dollars into a fattened advertising budget, member drug stores are adopting the Sav-Mor name in outdoor blue-and-yellow store signs and are identifying themselves as Sav-Mor stores on the telephone and in advertisements.

Buying efficiencies

The stores are already recovering from sorely squeezed and nonexistent margins on promotional items, as a result of improved buying efficiencies stemming from stepped-up enrollment. Fourteen new members have been approved in the last year, said Charles Canvasser, a partner in the

six-store Maple Village chain in Ann Arbor and Farmington.

"Our margins are a little bit better. We don't feel that we have to give any merchandise at cost or below cost to bring people into the store under the Sav-Mor name," said Canvasser.

Sav-Mor has been around since 1958. But it was only recently galvanized to enhance its programs as a result of competition from Perry and Arbor, both of which have strong growth agendas for the state's southeastern corner.

"The independents realized that they have to become aggressive quickly, or they would disappear. For buying power, we can compete with the largest chain," said Don Girodat, who heads Sav-Mor's seven-member administrative staff.

Ad campaign pool

Each store is contributing \$6,000 a year for television and radio ads. Sav-Mor will spend \$500,000 to \$1 million this year on TV and radio, and

\$500,000 on direct-mail circulars. Television ads kicked off April 7. Radio will follow later this year.

Canvasser said his Maple Village stores are experiencing higher and more balanced traffic volume under a new couponing format for monthly inserts and direct-mail circulars. The coupons now mature in staggered weekly terms, rather than all at once, preventing customers from cashing in all the coupons within the first week of the month. Twenty-five different coupons are offered per week, as opposed to the past practice of offering 50 per month.

The coupons are paired with 40 or 50 no-coupon, no-limit items advertised as specials.

Correction

An editing error in the July 7 issue made it appear that the Dart Group had completed the takeover of one of the companies in which it had purchased stock in the past year. In fact, no takeover has taken place.

FINANCIAL

NI consolidates debt after FoxMeyer buy

PITTSBURGH — National Intergroup Inc.'s \$325 million sale of subordinated notes will consolidate its debt into long-term, fixed-rate financing, following its purchase of FoxMeyer.

Financial Analysis

Proceeds will be used to retire variable-rate and short-term debt, including \$90 million to pay off a variable rate credit agreement incurred in buying Fox-

Meyer, the third largest drug wholesaler. Ninety-three million dollars will retire debt from 16.24% bank notes. Proceeds will also pay a portion of FoxMeyer's \$190 million in outstanding debt and pay outstanding overnight borrowings of \$5 million to \$10 million from banks.

Carrying 11.2% interest, the notes will add to NI's flexibility as it realigns its business around FoxMeyer and the Permian Oil Corp. With

Permian generating cash to support FoxMeyer's growth, NI should be able to "fund a good part of its growth internally," said Steven Brooks, an analyst with Moodys Investor Service.

"It just remains to be seen how well Permian performs," said Brooks.

The oil company stumbled in the first quarter with a \$26.2 million charge against earnings resulting from a sharp drop in the price of oil. The loss is viewed by analysts

and the company as a one-time occurrence that shouldn't prevent Permian from producing \$70 million to \$80 million in earnings annually. NI said the corporation overall expects a net loss for the quarter of over \$50 million, with part of the loss stemming from a \$20 million equity loss from NI's 50% share of the National Steel Corp.

The reduced cash flow from Permian in the first quarter, the cost of the FoxMeyer buy, a repurchase of 1.3 million

shares of its common stock from the Leucadia National Corp., operating losses in other divisions, and increased overhead all contributed to a substantial decline in working capital since December, the company said. It was at \$185 million in March.

But analysts said NI should continue to be in a position to support FoxMeyer's acquisitions in the wholesale industry as a result of income from planned divestitures, as well as cash flow from Permian.

McKesson tops \$6B fiscal '85 revenues

SAN FRANCISCO — McKesson Drug, which tipped past the \$6 billion revenues mark in its latest fiscal year, held its first national conference in decades last month.

Rex Malson, drug and health care group president, outlined the distributor's repositioning, and noted how these two divisions now generate 65% of corporate revenue.

Corporate results showed a 28% revenue gain to \$6.3 billion in the fiscal year ended March 31, up from \$4.9 billion a year ago. Net income rose 20% to \$77.9 million, up from \$65 million in the comparable year-earlier period.

Drug division president Joseph Polastri and other executives outlined some changes over the years that led to these results:

- Warehouse efficiency increased 57% between 1980 and 1986, enabling McKesson to sustain 96% service levels. McKesson currently operates 48 distribution centers, each averaging 20,000 sku's. That is down from 80 DCs averaging 15,000 sku's nine years ago.

McKesson plans to add 12 more state-of-the-art DCs during the next three years, after having invested \$50 million to construct 14 DCs since 1980.

- More than 99% of merchandise orders are done electronically, mostly through McKesson's Economost system,

which expanded its user base by 1,752 last year to 10,700.

- Its overall retail customer base grew by 1,300 last year to include 16,000 retailers and hospitals.

In a related move to consolidate operations, McKesson relocated its Valu-Rite national headquarters to its corporate offices here and moved Western region headquarters to an existing McKesson facility in Anaheim, Calif. Valu-Rite is a 2,100-member voluntary chain of independent drug stores.

Super Valu sales rise; income slips

MINNEAPOLIS — Super Valu Stores, the parent of powerhouse Cub stores that shake up markets wherever they go, reported higher sales but lower net earnings in the 16 weeks ended June 14.

Sales rose to \$2.64 billion in the recent 16-week period, up from \$2.17 billion in the comparable period a year earlier.

Net income slipped, however, to \$29.4 million, down from \$29.6 million in the same period a year ago.

Drug Systems revenues slide

MILWAUKEE — Drug Systems, parent of the Pill & Puff chain in this city, reported sharply lower performance in the fiscal year ended March 29.

Revenues slid to \$80.1 million in the year just ended, down from \$104.7 million in the prior fiscal year.

The company also experienced a net loss of \$1.5 million in the most recent year, compared to net income of \$1.3 million in the year before.

Full-year earnings results were offset in part by net income in the final quarter of \$601,000, up from \$156,000 in the prior fourth quarter.

Revenues in the final quarter slid by nearly half, however, to \$11.7 million, down from \$23 million a year ago.

Genovese sales up 9% in qtr.

MELVILLE, N.Y. — Genovese Drug Stores reported increased sales and a slight dip in earnings for the 16-week first quarter ended May 23.

Sales for the quarter in-

creased 9% to \$74.8 million from \$68.7 million in the same year-earlier period. Net income decreased to \$293,000, or 7¢ a share, from \$317,000, or 8¢ a share, last year.

		STOCK PRICE								EARNINGS/SHARE			P/E	DIVIDENDS		
		From 06/20/86 - 07/02/86								Last Fiscal Year	Latest 12 Months vs Preceding 12 Months Change		Latest P/E Ratio	Indicated Div. Rate		
Name	Symbol	High	Low	Close	Change		52-Week		Amt.		Pct.	Amt.		Pct.	Amt.	Yield
					Amt.	Pct.	High	Low								
		\$	\$	\$	\$	%	\$	\$	\$	\$	%		\$	%		
Chain Store transactions																
Am Stores	ASC	71.25	67.00	70.88	1.63	2.35	71.25	53.13	4.11	-1.33 q	-23.8	16.6	.84	1.2		
Begley Co	BGLY	21.75	21.75	21.75	-.75	-3.33	23.50	15.50	1.26	.50 n	42.7	13.0	.72	3.3		
Big B	BIGB	18.75	16.00	18.75	2.75	17.19	18.75	12.63	.61	-.04 q	-5.7	28.4	.00	.0		
Drug Sys	DRGS	7.38	6.50	7.25	1.00	16.00	7.38	3.75	.35	-.97 n	-100.0	NE	.45	6.2		
Fay's Drug	FAY	10.88	10.50	10.63	.00	.00	11.75	8.00	.20	-.50 q	-87.7	NM	.20	1.9		
Genovese Drug	GDX	14.38	13.75	14.25	.38	2.70	15.00	9.63	.73	-.17 q	-19.1	19.8	.20	1.4		
Longs Drg Strs	LDG	36.75	34.00	35.25	-.75	-2.08	38.75	24.75	1.74	-.19 q	-9.9	20.4	.76	2.2		
Medicare Glaser	MGCO	3.75	3.50	3.75	.25	7.14	5.00	3.50	-.20	-.25 f	-100.0	NE	.00	.0		
Medicine Shoppe	MSII	31.50	30.25	31.50	1.25	4.13	32.00	21.00	.84	.14 s	18.2	34.6	.00	.0		
Perry Drug	PDS	20.75	18.50	20.50	1.88	10.07	20.88	12.75	.98	.14 *	16.7	20.9	.22	1.1		
Revco Drug	RDS	37.63	36.38	37.38	.50	1.36	39.88	23.13	1.06	-1.01 n	-51.3	38.9	.80	2.1		
Rite Aid Corp	RAD	35.50	32.38	35.25	2.63	8.05	35.50	21.50	1.52	.09 q	5.6	20.9	.58	1.6		
Thrifty Co	TFD	39.50	37.13	38.88	1.50	4.01	40.38	18.13	1.60	.13 s	8.6	23.6	.64	1.6		
Walgreen Co	WAG	39.50	37.63	38.88	.63	1.63	39.50	22.50	1.53	.14 s	9.4	23.8	.50	1.3		
Wholesaler's transactions																
Alco Hith	AAHS	23.75	22.63	23.75	1.25	5.56	25.38	12.75	1.10	1.19 s	NC	20.0	.00	.0		
Bergen Bruns	BBCA	26.00	23.00	25.63	2.63	11.41	37.25	21.88	1.82	-.26 n	-14.4	16.5	.32	1.2		
Bindley Wstn	BIND	12.13	11.75	12.00	.13	1.05	13.00	7.75	.79	.10 q	13.2	14.0	.00	.0		
Cardinal Distrib	CDIC	24.00	23.50	23.75	-.25	-1.04	25.25	14.22	1.36	.44 f	47.8	17.5	.08	.3		
Durr Fillauer	DUFM	16.38	16.00	16.38	.25	1.55	16.75	9.25	.78	.01 q	1.3	20.5	.16	1.0		
Ketchum	KCH	19.00	18.00	18.00	-1.00	-5.26	23.25	14.75	.56	-.01 n	-2.2	40.9	.00	.0		
McKesson Co	MCK	62.63	60.88	62.50	.63	1.01	65.25	44.88	3.96	.36 f	10.0	15.8	2.40	3.8		
Moore Med	MMD	24.13	22.75	23.00	-1.00	-4.17	25.00	15.75	1.45	.29 q	25.7	16.2	.00	.0		
Owens & Minor	OBOD	20.25	17.63	17.88	-2.00	-10.06	20.25	13.38	1.14	-.10 q	9.7	15.8	.28	1.6		
Manufacturer's transactions																
Abbott Labs	ABT	55.00	49.13	54.25	3.25	6.37	55.00	26.44	1.94	.30 q	17.3	26.7	.84	1.5		
Am Home Prod	AHP	92.38	87.00	91.88	2.38	2.65	92.38	54.75	4.70	.36 q	8.1	19.1	3.10	3.4		
Baxter Travenol	BAX	19.38	17.88	18.75	-.50	-2.60	21.25	12.38	.85	.48 q	200.0	26.0	.40	2.1		
Block Drugs Co	BLOCA	26.00	24.50	25.50	.50	2.00	26.25	18.22	1.84	.14 f	8.2	13.9	.50	2.0		
Bolar Pharm	BLR	32.88	28.38	29.88	1.25	4.37	32.88	12.00	.71	.17 q	26.2	36.4	.05	.2		
Bristol-Myers	BMV	88.50	83.75	86.38	2.13	2.52	88.50	53.63	3.86	.42 q	11.8	21.8	2.20	2.5		
Carter-Wallace	CAR	73.25	66.50	73.25	6.25	9.33	73.25	32.38	3.63	.97 f	36.5	20.2	.60	.8		
Forest Labs	FRX	20.38	17.13	19.38	2.25	13.14	20.38	10.56	.98	.61 f	164.9	19.8	.00	.0		
ICN Pharm	ICN	16.38	14.75	14.88	-.88	-5.56	17.25	8.50	-2.10	-2.11 q	-100.0	NE	.00	.0		
Lilly Eli Co	LLY	83.50	78.50	82.38	4.13	5.27	83.50	40.50	3.69	.27 q	7.7	21.7	1.80	2.2		
Lee Pharm	LPH	30.88	25.25	30.50	4.13	15.64	32.75	5.38	.40	.27 s	87.1	52.6	.00	.0		
Leiner P Nutri	PLIN	20.75	18.25	20.00	3.50	21.21	20.75	8.25	.81	.03 f	3.8	24.7	.00	.0		
Marion Labs	MKC	49.63	38.25	48.63	10.00	25.89	49.63	15.63	.47	.22 n	51.2	74.8	.20	.4		
Merck & Co	MRK	105.88	100.13	105.38	2.88	2.80	105.88	51.75	3.79	.57 q	16.6	26.3	1.80	1.7		
Morton Thiokol	MTI	38.50	35.13	38.25	1.25	3.38	40.50	30.00	2.50	-2.66 n	-67.9	30.4	.70	1.8		
Mylan Labs	MYL	26.00	23.75	25.38	1.00	4.10	27.13	13.50	.86	.34 f	65.4	29.5	.10	.4		
Newport Pharm	NWPH	7.13	6.63	6.88	-.13	-1.79	14.50	6.25	.05	-.08 n	-100.0	NE	.80	11.6		
Par Pharm	PARP	19.25	17.50	18.75	1.00	5.63	23.25	14.25	.47	.01 s	2.0	36.8	.00	.0		
Pfizer Inc	PFE	72.75	68.63	72.50	3.50	5.07	72.75	43.75	3.44	.35 q	10.9	20.4	1.64	2.3		
Robins, AH	QRAH	12.13	11.00	11.13	-.13	-1.11	19.25	5.50	2.53	20.78 q	NE	4.3	.00	.0		
Rorer Group	ROR	43.00	39.13	41.50	2.25	5.73	47.00	32.50	1.72	-.21 q	-10.1	22.2	1.12	2.7		
Scherer RP Co	SCHC	17.88	15.25	17.88	1.75	10.85	17.88	11.00	-1.23	-.80 f	NE	NE	.32	1.8		
Scher Plough	SGP	86.75	79.63	85.75	5.38	6.69	86.75	44.75	3.77	.43 q	12.2	21.7	1.80	2.1		
Squibb Corp	SOB	115.25	99.50	114.63	13.38	13.21	115.25	65.13	4.20	.64 q	17.0	26.0	2.00	1.7		
Sterling Drug	STY	49.00	44.00	48.00	3.25	7.26	49.00	29.50	1.83	-.51 q	-21.2	25.3	1.32	2.8		
Syntex Corp	SYN	72.75	66.13	70.88	4.13	6.18	72.75	28.88	4.65	3.31 n	160.7	13.2	1.20	1.7		
Thompson Med	TM	18.13	17.25	17.50	-.38	-2.10	21.00	11.75	1.18	-.75 q	-39.5	15.2	.40	2.3		
Upjohn Co	UPJ	96.50	90.63	94.63	2.13	2.30	103.75	50.38	3.29	.85 q	32.6	27.3	1.52	1.6		
Warner-Lambert	WLA	63.13	56.50	62.88	5.00	8.64	63.13	33.75	-4.05	-6.83 q	-100.0	NE	1.56	2.5		
Zenith Labs	ZEN	17.50	15.38	15.63	-1.00	-6.02	18.31	8.69	.73	.52 q	216.7	20.6	.05	.3		

All data are based on sources believed to be reliable, but its accuracy is not guaranteed. Every effort will be made to correct errors, when discovered, in future issues.

FOOTNOTES

- NA - Item not applicable to this type of stock.
- NC - Data required for calculation currently incomplete in our files.
- NE - Negative earnings invalidate calculations.
- NM - No meaningful figure.
- q - First quarter
- s - First six months
- n - First nine months
- f - Fiscal year

Data and Table Prepared by Media General Financial Services, Inc., Richmond, Virginia 23219

Triple A Product Study



New Triple A products add firepower

By Al Heller

Triple A products form the backbone of drug store merchandising efforts nationwide.

In this, the 17th annual *Drug Store News* Triple A Product Study, performance leaders bask in the spotlight of strong sales, profits and unit movement contributions to drug stores in 1985.

Many have been on the list in years past, but the company of prime performers also includes new products from key manufacturers in a broad range of categories.

Some products that found their way to the pipeline last year made a splash by giving retailers new angles to merchandise and help build categories productivity.

In batteries, for instance, upgraded Duracell and Energizer alkalines delivered more power for the same money, enabling drug store merchants to

tell a better value story to customers. And 1986 will be even more exciting: Kodak entered the business with new gold-tipped alkalines and the first long-life lithium batteries for mass distribution. The lithium offerings will be pitched as having twice the life of alkalines at 1½ times the price.

With planogram constraints so tight, the ways retailers merchandise batteries this year will be interesting to watch.

In the cough/cold category, newly switched Rx-to-OTC products continued to make news and finish well up in Triple A performance rankings. The latest item to do this is Dimetapp elixir, primarily a pediatric formula that showed well in unit movement, but will probably place higher in next year's study after a full year under its belt on OTC shelves.

Product switches dominate

All other Triple A cough/cold leaders are adult formulations and are dominated by products switched in recent years. They include Drixoral, Sudafed, Actifed, Afrin, Benadryl and Benylin.

There's no sign yet that consumers will waver from their preferences for OTC products that were formerly

available by prescription only. The added credibility helps many of these products: Many are familiar names to patients whose doctors have been prescribing them for years.

Continued on page 27

Top 10 General merchandise products by units

- 1 Kodak CL110-24 VR200
- 2 Kodak CM 135-24 VR400
- 3 Kodak VR disc single
- 4 Kodak CP 135-24 VR100
- 5 Duracell D-2
- 6 Kodak VR disc, 2-pack
- 7 Energizer D-2
- 8 Duracell AA-4
- 9 Kodak CL 135-24 VR200
- 10 Energizer AA-4

Top 10 H&BA, OTC products by units

- 1 Fleet enema regular
- 2 Chap Stick
- 3 Bic men's disposable razors, 5-pack
- 4 B&L Sensitive Eyes, 12-oz. saline
- 5 Nyquil, 6 oz.
- 6 Robitussin DM, 4 oz.
- 7 Tylenol extra-strength caps, 50s
- 8 Visine eye drops, 0.5 oz.
- 9 Actifed tabs, 12s
- 10 Mylanta liquid, 12 oz.

Triple A Product Study

Top 100 list features ever-changing product mix

Continued from page 25

New developments in eye and lens care also set the category afire. With the prime market of soft lens wearers nearing saturation, new products with new features and new functions were needed to keep the eye/lens care category from becoming stagnant.

Along came preservative-free solutions and products like Bausch & Lomb's Sensitive Eyes, with less irritating preservatives, that rocked the top performing list.

More recently, retailers have been making shelf space for LENSEPT and AOSEPT hydrogen peroxide lens care regimens, which are heat free and preservative free. They give greater convenience, faster cleaning and disinfecting times, and eliminate risk of eye surface reactions.

New displays planned

Indeed, Revco, Rite Aid and Kerr have replanned the category or are planning new displays to ensure exposure of the hydrogen peroxide-based systems.

Drug Store News compiled the Triple A Product Study by examining calendar 1985 warehouse withdrawal data from major retail drug chains nationwide.

This 17th annual study covers 15 merchandise categories that come under the broad headings of over-the-counter/health & beauty aids and general merchandise assortments.

All charts are based on *Drug Store News* research.

In nutritional supplements, calcium has been the driving force. Consumers have focused on the element as a way to fight osteoporosis. Manufacturers responded by creating many branded offerings that include calcium, and retailers give eye-level displays to what's hot.

Among supplement brands with calcium, Os-Cal fared best in the current Triple A study. If current consumer acceptance is any indication, it will have lots of company in next year's rankings.

Diet aids also grew at a strong pace in 1985, thanks to the continued popularity of such brands as Dexatrim, Acutrim and Slim Fast.

Fiber makes inroads

However, newly popular fiber tablets, such as Fibre Trim, Fiber Full and Fiber All, have made huge inroads so far in 1986. They are getting prime eye-level pegged display space and their fair share of circular advertising space.

They understand that many consumers prefer natural, nonchemical caffeine-free weight control aids. Fiber tablets fit this description, buyers

said, and appeal to people who don't want to perceive that they're taking anything medicinal.

For similar reasons, buyers expect bulk laxatives to keep their leadership share in that category. Bulk products such as the new fruity-taste Citrucel act more gently than other laxative forms. They also contain fiber, thought of by many

as a natural, desirable item.

Stationery trends

A new approach to school-time stationery products is responsible for that category's growth in 1985. The strongest trend has been quality and design improvements to notebooks and portfolios, and customers' willingness to pay more for such upgrades.

Such changes as low-drag

notebook paper with laser perforations and antiglare characteristics offer more convenience and ease of use. Better theme book bindings, fresh designs and fashion colors help to evolve the image of stationery. All of a sudden, fashion is involved. And now, as in merchandising cars, members of the school-age set who carry certain notebooks

are making a statement about themselves.

That is the perfect dovetail of manufacturer innovation and strengthened retailer merchandising efforts. Similar efforts carried throughout the store can only help to build category productivity and focus the spotlight on what will be next year's pacesetters and Triple A marketmakers.

TAKE A BIGGER BITE.



Each Brach's Perkys bar has 60% more candy than Chuckles!

Ounce for ounce, price for price, Brach's Perkys bar gives your customers 60% more jelly candy than the leading competitor. It's packaged in six big, delicious pieces, and weighs 5 1/4 oz., compared to a 2 oz. Chuckles bar. The best value around, the Perkys bar keeps your customers

coming back for more. And that's why Perkys are taking a bigger bite out of the candy market every day.

For more information about the Perkys bar and other quality count goods candies, call Brach's Broker Sales Division at 1-800-621-4226. In Illinois 1-800-572-1461.



BRACH'S

Nobody treats America like Brach's.

Triple A Product Study

Best-selling H&BA/OTC products for 1985:

Unit movement	
1. Fleet Enema regular 2. Chap Stick 3. Bic men's disposable razors, 5-pack reg. 4. Bausch & Lomb Sensitive Eyes saline, 12 oz. 5. Nyquil, 6 oz.	51. Tylenol tabs, 24s 52. Tylenol extra-strength caplets, 24s 53. Alka Seltzer tabs, 36s 54. Neosporin ointment, 0.5 oz. 55. Robitussin CF, 4 oz.
6. Robitussin DM, 4 oz. 7. Tylenol extra-strength capsules, 50s 8. Visine eye drops, 0.5 oz. plastic 9. Actifed tabs, 12s 10. Mylanta liquid, 12 oz.	56. Ex-lax chocolate, 18s 57. Tums assortment, 3-pack 58. Sudafed S.A., 10s 59. Benylin cough syrups, 4 oz. 60. Advil tabs, 50s
11. Bayer aspirin, 100s 12. Similac w/iron, 32 oz. 13. Isomil concentrate, 13 oz. 14. Drixoral tabs, 10s 15. Similac w/iron concentrate, 13 oz.	61. Correctol tabs, 30s 62. Crest mint, 0.25 oz. 63. Listerine, 18 oz. 64. Alka Seltzer Plus, 36s 65. Massengil vinegar/water douche
16. Oil of Olay, 4 oz. 17. Colgate pump, 4.5 oz. regular 18. Maalox liquid, 12 oz. 19. Actifed tabs, 24s 20. Tylenol extra-strength tabs, 60s	66. Tylenol child chew tabs, 30s 67. Slim Fast powder chocolate, 16 oz. 68. Aim, 6.4 oz. family 69. Bausch & Lomb Daily Cleaner, 1.5 oz. 70. Bufferin tabs regular, 100s
21. Mylanta II liquid, 12 oz. 22. Crest regular, 4.6 oz. 23. Tylenol extra-strength tabs, 30s 24. Alka Seltzer Plus, 20s 25. Tylenol extra-strength caps, 24s	71. Roloids peppermint, 3-pack 72. Visine A.C. eye drops, 0.5 oz. 73. Triaminic syrup, 4 oz. 74. Benadryl 25mg, 24s 75. Centrum tabs, 100 + 30
26. Bausch & Lomb Sensitive Eyes saline, 8 oz. 27. Advil tabs, 24s 28. Sudafed tabs 30mg, 24s 29. Colgate gel pump, 4.5 oz. 30. Pepto Bismol, 4 oz.	76. Maalox Plus, 3-roll pack 77. Unisol 4 saline sol, 8 oz. 78. Os-Cal 500mg tablets, 60s 79. Bayer aspirin, 24s 80. Dimetapp Elixir, 4 oz.
31. Barbasol bomb, 11 oz. regular 32. Contac capsules, 10s 33. Pepto Bismol, 8 oz. 34. Colgate, 7 oz. 35. Sweet'N Low, 100s	81. Aquafresh pump, 4.6 oz. 82. Anacin-3 max-strength tabs, 30s 83. Baby Fresh wipes, 80s regular 84. Pliagel cleaning sol. 25ml 85. Flex-Care, 12 oz.
36. Bausch & Lomb saline sol., 12 oz. 37. Pampers large regular, 32s 38. Gillette Atra, 5s 39. Colgate shave bomb, 11 oz. regular 40. Huggies large, 33s	86. Os-Cal 250mg tablets, 100s 87. Dexatrim 15-hr. extra-strength, 20s 88. Roloids Spear, 3-pack 89. Tums assortment, single roll 90. Fixodent economy, 2.5 oz.
41. Pampers large super, 32s 42. Robitussin DM, 8 oz. 43. Robitussin, 4 oz. 44. Nyquil, 10 oz. 45. Anacin, 100s	91. Aim pump, 4.5 oz. regular 92. Afrin nasal spray, 1 oz. 93. Aim pump, 4.5 oz. mint 94. Kaopectate, 8 oz. 95. Gaviscon tabs, 100s
46. Maalox Plus liquid, 12 oz. 47. Tylenol extra-strength caplets, 50s 48. Q-tips, 170 49. Crest gel, 4.6 oz. 50. Afrin nasal spray, 0.5 oz.	96. Roloids, single salt free 97. Doxidan capsules, 10s 98. Acutrim tabs, 40s 99. J & J adhesive tape 1/2 x 60 in. 100. Baby Fresh wipes, 80s unscented

Dollar
1. Tylenol extra-strength capsules, 50s 2. Bausch & Lomb Sensitive Eyes saline, 12 oz. 3. Oil of Olay, 4 oz. 4. Nyquil, 6 oz. 5. Tylenol extra-strength tabs, 60s
6. Actifed tabs, 24s 7. Nyquil, 10 oz. 8. Robitussin DM, 4 oz. 9. Huggies large, 33s 10. Slim Fast powder chocolate, 16 oz.
11. Mylanta liquid, 12 oz. 12. Advil tabs, 50s 13. Centrum tabs, 100 + 30 14. Tylenol extra-strength tabs, 100s 15. Maalox liquid, 12 oz.
16. Drixoral tabs, 10s 17. Tampax super, 40s 18. Anacin, 100s 19. Bausch & Lomb saline sol., 12 oz. 20. Tylenol extra-strength caplets, 50s
21. Bausch & Lomb Sensitive Eyes saline, 8 oz. 22. Acutrim tabs, 40s 23. Mylanta II Liquid, 12 oz. 24. Tylenol extra-strength capsules, 24s 25. Alka Seltzer Plus, 36s
26. Robitussin DM, 8 oz. 27. Bic men's disposable razors, 5-pack reg. 28. Visine eye drops, 0.5 oz. plastic 29. Gaviscon tabs, 100s 30. Advil tabs, 24s
31. Oscal 500mg tabs, 60 32. Maalox Plus liquid, 12 oz. 33. Contac capsules, 10s 34. Actifed tabs, 12s 35. Alka Seltzer Plus, 20s
36. Pepto Bismol, 8 oz. 37. Sudafed tabs 30mg, 24s 38. Fleet Enema regular 39. Gillette Atra, 5s 40. Oil of Olay, 6 oz.
41. Neosporin ointment, 0.5 oz. 42. Similac w/iron, concentrate 13 oz. 43. Correctol tabs, 30s 44. Baby Fresh wipes, 80s regular 45. Bufferin tabs regular, 100s
46. Bausch & Lomb Daily Cleaner, 1.5 oz. 47. Afrin nasal spray, 1 oz. 48. Dexatrim 15 hr. extra-strength, 20s 49. Colgate pump, 4.5 oz. regular 50. Robitussin CF, 4 oz.

Triple A Product Study

Top 100 movers in units, dollars and profits

sales

51. Tylenol extra-strength caplets, 100s
52. Mennen Speed Stick regular, 2.5 oz.
53. Compound W, 0.31 oz.
54. Tinactin athlete's foot cream, 15gm
55. Tylenol tabs, 100s

56. Colgate gel pump, 4.5 oz.
57. Allergan Soflens cleaner tabs, 24s
58. Unisol 4 saline sol., 8 oz.
59. Triaminic syrup, 4 oz.
60. Sudafed S.A., 10s

61. Equal packets, 100s
62. Excedrin Tabs, 100s
63. Colgate, 7 oz.
64. Tylenol extra-strength caplets, 24s
65. Pepto Bismol, 4 oz.

66. Pliagel cleaning sol., 25ml
67. Pampers large regular, 32s
68. Fixodent economy, 2.5 oz.
69. Allergan Soflens cleaner tabs, 36s
70. Vaseline Intensive Care lotion, 5.5 oz.

71. Visine A.C. eye drops, 0.5 oz.
72. Listerine mouthwash, 12 oz.
73. Tylenol child chew tabs, 30s
74. Dexatrim extra-strength, 20s
75. Stayfree maxi pad super, 30s

76. Robitussin, 4 oz.
77. Vidal Sassoon, 12 oz.
78. Lady Speed Stick, 1.5 oz. scented
79. Tears Naturale, 15ml
80. Afrin nasal spray, 0.5 oz.

81. Tylenol tabs, 24s
82. Anacin-3 max-strength tabs, 30s
83. Noxzema skin cream, 10 oz.
84. Sure & Natural maxishields, 30s
85. Tums Peppermint, 150s

86. Maalox liquid, 26 oz.
87. Barbasol, 11 oz. regular
88. Ex-lax pills, 30s
89. Opti-Clean hard/soft sol. 20ml
90. Kaopectate, 8 oz.

91. Ex-lax chocolate, 18s
92. Benzedrex Inhaler
93. Benadryl 25mg, 24s
94. Tums assorted flavors, 150s
95. Doxidan capsules, 10s

96. Ecotrin tabs 5gr, 100s
97. Murine Plus eye drops, 0.5 oz.
98. Bayer aspirin, 24s
99. Metamucil powder, 21 oz.
100. Os-Cal 250mg tablets, 100s

Gross margin dollars

1. Oil of Olay, 4 oz.
2. Os-Cal 500mg tablets, 60s
3. Centrum tabs, 100 + 30
4. Mylanta liquid, 12 oz.
5. Tylenol extra-strength capsules, 50s

6. Os-Cal 250mg tablets, 100
7. Bausch & Lomb Sensitive Eyes saline, 12 oz.
8. Slim Fast powder chocolate, 16 oz.
9. Actifed tabs, 24s
10. Advil tabs, 50s

11. Nyquil, 10 oz.
12. Tylenol extra-strength tabs, 60s
13. Acutrim tabs, 40s
14. Flex-Care, 12 oz.
15. Nyquil, 6 oz.

16. Mylanta II liquid, 12 oz.
17. Huggies large, 33s
18. Tylenol extra-strength tabs, 100s
19. Alka Seltzer Plus, 20s
20. Tylenol extra-strength caplets, 50s

21. Robitussin DM, 4 oz.
22. Bayer aspirin, 100s
23. Alka Seltzer Plus, 36s
24. Tylenol extra-strength caps, 24s
25. Pampers large regular, 32s

26. Oil of Olay, 6 oz.
27. Fleet Enema regular
28. Bausch & Lomb Sensitive eyes saline, 8 oz.
29. Sudafed tabs 30mg, 24s
30. Drixoral tabs, 10s

31. Bausch & Lomb Daily Cleaner, 1.5 oz.
32. Robitussin DM, 8 oz.
33. Pliagel cleaning sol. 25ml
34. Actifed tabs, 12s
35. Compound W, 0.31 oz.

36. Afrin nasal spray, 1 oz.
37. Allergan Soflens cleaner tabs, 24s
38. Visine eye drops, 0.5 oz. plastic
39. Unisol 4 saline sol., 8 oz.
40. Similac w/iron, 32 oz.

41. Advil tabs, 24s
42. Correctol tabs, 30s
43. Gillette Atra, 5s
44. LENSEPT disinfecting sol., 8 oz.
45. Robitussin CF, 4 oz.

46. Fixodent economy, 2.5 oz.
47. Pampers large regular, 32s
48. Bic men's disposable razors, 5-pack reg.
49. Neosporin ointment, 0.5 oz.
50. Sudafed S.A., 10s

51. Tinactin athlete's foot cream, 15gm
52. Ensure Plus, 8 oz. 4-6 pack case
53. Similac w/iron concentrate, 13 oz.
54. Dexatrim 15-hr. extra-strength, 20s
55. Equal packets, 100s

56. Allergan Soflens cleaner tabs, 36s
57. Mennen Speed Stick regular, 2.5 oz.
58. Pepto Bismol, 8 oz.
59. Tears Naturale, 15ml
60. Bausch & Lomb saline sol., 12 oz.

61. Dexatrim extra-strength, 20s
62. Listerine, 18 oz.
63. Pepto Bismol, 4 oz.
64. Tylenol extra-strength caplets, 24s
65. Soft Mate saline, 12 oz.

66. Isomil concentrate, 13 oz.
67. Vidal Sassoon, 12 oz.
68. Visine A.C. eye drops, 0.5 oz.
69. Afrin nasal spray, 0.5 oz.
70. Tylenol child chew tabs, 30s

71. Ecotrin tabs 5gr, 100s
72. Tylenol tabs, 24s
73. Good News razor, 5-pack
74. Tums peppermint, 150s
75. Benzedrex Inhaler

76. Anacin-3 max-strength tabs, 30s
77. Gaviscon tabs, 100s
78. Opti-Clean hard/soft sol. 20ml
79. Barbasol bomb, 11 oz. regular
80. Colgate shave bomb, 11 oz. regular

81. Ex-lax pills, 30s
82. Robitussin, 4 oz.
83. Ex-lax chocolate, 18s
84. Doxidan capsules, 10s
85. Murine Plus eye drops, 0.5 oz.

86. Opti-zyme cleaning tabs, 24s
87. Lady Speed Stick, 1.5 oz. scented
88. Bayer aspirin, 24s
89. K-Y lube jelly, 4 oz.
90. Tums assorted flavors, 150

91. Murine drops, 0.5 oz. plastic
92. Robitussin PE, 4 oz.
93. Dexatrim caffeine-free extra-strength, 20s
94. Tinactin powder
95. Tums peppermint, 3-pack

96. Kaopectate, 8 oz.
97. Lady Speed Stick, 1.5 oz. unscented
98. Sinex long-acting, 0.5 oz.
99. Freezone corn remover, 0.31 oz.
100. Alka Seltzer, 36s

Triple A Product Study

Survey reveals top general merchandise:

Unit movement		Dollar
1. Kodak CL110-24 VR200 2. Kodak CM 135-24 VR400 3. Kodak VR disc, single 4. Kodak CP 135-24 VR100 5. Duracell D-2	51. D-Con roach traps, 2-pack 52. Windex refill, 32 oz. 53. Sylvania Super 10 Flip Flash, 2-pack 54. Energizer 9V-2 55. Liquid Tide, 64 oz.	1. Polaroid 600 Sun 2. Kodak VR disc, 2-pack 3. Kodak CM 135-24 VR400 4. Duracell AA-4 5. Energizer AA-4
6. Kodak VR disc, 2-pack 7. Energizer D-2 8. Duracell AA-4 9. Kodak CL135-24 VR200 10. Energizer AA-4	56. GE FlipFlash 2 57. Glad sheer strength 30 gal., 10s 58. Glad sheer strength 13 gal., 15s 59. Windex sprayer, 22 oz. 60. Bic Ball Stick pen, black	6. Kodak CL110-24 VR200 7. Duracell D-2 8. Polaroid 600 Speed, twin-pack 9. Kodak CP 135-24 VR100 10. Energizer D-2
11. Duracell AA-2 12. Energizer AA-2 13. Duracell C-2 14. Kodak CL110-12 15. Energizer C-2	61. GE Magicubes 62. Sylvania Flash Bar 63. Reynolds foil heavy duty 64. Bic Ball Stick pen, blue 65. Ivory liquid detergent, 32 oz.	11. Polaroid SX-70, Twin pack 12. Kodak VR disc, single 13. Kodak CL135-24 VR200 14. Kodak CP 135-36 VR100 15. Polaroid SX-70 Time Zero
16. Charmin white, 4-pack 17. Polaroid 600 sun 18. Reynolds Wrap, 25 ft. 19. Polaroid SX-70 Time Zero 20. Eveready Heavy Duty AA-4	66. Cheer detergent, 42 oz. 67. GE Flipflash II, twin-pack 68. Kordite leaf bags, 6 bushel 69. Bounce fabric softener, 40s 70. Elmer's Glue, 4 oz.	16. Kodamatic Trimprint color film 17. Kodak Instant Print film PR10 18. Duracell C-2 19. Duracell AA-2 20. Kodak CM 110-24 ASA400
21. Duracell Alkaline AAA-2 22. Energizer AAA-2 23. Eveready Heavy Duty D-2 24. Kodak CM 110-24 ASA400 25. Energizer 9V, single	71. Trapper Keeper portfolio 72. Puffs assorted facial tissue, 175s 73. Kleenex Boutique, 100s 74. Elmer's Glue, 1.25 oz. 75. Scotch Tape, 3/4 x 200 in.	21. Kodak CF135-24 VR1000 22. Energizer C-2 23. Kodak CL110-12 VR200 24. Duracell Alkaline 9V-2 25. Kodak CL126-24
26. Duracell Alkaline 9V-2 27. Kleenex Pocket Pack, 6-pack of 16s 28. Kodak CL126-24 29. Ivory soap family size 30. Kodak CP 135-36 VR100	76. Black Flag Roach Motel 77. Woolite liquid, 16 oz. 78. Ziploc sandwich bag, 50s 79. Sylvania Flash 600 Amiga 80. Camay 4.75 oz.	26. Eveready Heavy Duty AA-4 27. Charmin white, 4-pack 28. GE Flip Flash 29. Liquid Tide, 64 oz. 30. Energizer 9V, single
31. Eveready Heavy Duty C-2 32. Kodak VR CF135-24 ASA1000 33. Kleenex white, 175s 34. Duracell Alkaline 9V 35. Eveready transistor 9V-2	81. Elmer's School Glue 82. Kiwi black polish 83. Spic and Span pine cleaner, 15 oz. 84. Scotch sealing tape, 1 1/2 x 400 in. 85. Scotch Tape, 1/2 x 450 in.	31. Charmin yellow & blue, 4-pack 32. Sylvania Super 10 Flip Flash, 2-pack 33. Scotch VHS T-120 34. Sylvania Super 10 Flip Flash 35. Kleenex white, 175s
36. Kleenex assorted, 175 37. Sylvania Super 10 Flip Flash 38. Crayola Crayons, 8s 39. Crayola Crayons, 24s 40. Ivory soft soap, 9 oz.	86. GE Flashbar II, 12s 87. Downy fabric softener, 21.5 oz. 88. Hi-Dri paper towels 89. Pledge lemon spray, 7 oz. 90. Reynolds Wrap economy, 75 ft.	36. Bold laundry detergent, 49 oz. 37. Eveready Heavy Duty, D-2 38. Kleenex Family 250s 39. Ivory soap family size 40. Energizer 9V-2
41. Charmin yellow & blue, 4-pack 42. White Cloud white, 4-pack 43. Kodak CL126-12 44. Polaroid 600 Speed, twin-pack 45. Fantastic spray, 32 oz.	91. Scotch Tape, 1/2 x 800 in. 92. Fab laundry detergent, 20 oz. 93. Elmer's School Glue, 1.25 oz. 94. Wash-N-Dri towlettes, 20s 95. Kordite kitchen bags 44 qt., 30s	41. Duracell Alkaline AAA-2 42. Energizer AAA-2 43. Fantastic spray, 32 oz. 44. Sylvania Flash Bar 45. Glad sheer strength 30 gal., 10s
46. Bounty big roll 47. Designer Bounty big roll 48. Polaroid SX-70, twin-pack 49. Kleenex family, 250s 50. Sylvania Magicube	96. Kodak KR135-36 color slides, 64s 97. Kordite trash & grass bags gal., 20s 98. Brite for No Wax Floors, 16 oz. 99. Pine Sol liquid cleaner, 28 oz. 100. Bold laundry detergent, 49 oz.	46. Kodak Reg VHS T-120 47. D-Con roach traps, 2-pack 48. Kleenex Pocket Pack, 6-pack of 16s 49. Eveready Heavy Duty C-2 50. GE Flashbar

Triple A Product Study**100 hottest items in units, dollars, profits**

<i>sales</i>	<i>Gross margin dollars</i>	
51. Crayola Crayons, 24s 52. Sylvania Magicube 53. White Cloud white, 4-pack 54. Duracell Alkaline, 9V 55. Kleenex Boudoir facial tissues, 100s	1. Kodak VR disc, 2-pack 2. Kodak CL110-24 VR200 3. Kodak CM 135-24 VR400 4. Kodak CP 135-24 VR100 5. Duracell AA-4	51. White Cloud white, 4-pack 52. Sylvania Flash 600 Amiga 53. TDK VHS T-120 54. Crayola Crayons, 8s 55. Kleenex family, 250s
56. Reynolds Wrap, 25 ft. 57. Kodak CL126-12 58. Kodak KR135-36 color slides ASA64 59. Cheer detergent, 42 oz. 60. Final Touch, 64 oz.	6. Duracell D-2 7. Kodak VR disc, single 8. Duracell C-2 9. Energizer AA-4 10. Polaroid 600 Sun	56. Kordite trash & grass bags gal., 20s 57. Bounty big roll 58. Designer Bounty big roll 59. Kodak CL126-12 60. Ivory liquid detergent, 32 oz.
61. Clorox bleach gallon 62. Palmolive dish detergent, 22 oz. 63. Ivory liquid detergent, 32 oz. 64. Puffs assorted facial tissue, 175 65. Windex refill, 32 oz.	11. Polaroid SX-70 Time Zero 12. Polaroid 600 Speed, twin-pack 13. Polaroid SX-70, twin-pack 14. Kodak Instant Print film PR10 15. Kodak CL135-24 VR200	61. Downy fabric softener, 21.5 oz. 62. Reynolds foil heavy duty 63. Ivory soft soap, 9 oz. 64. Eveready transistor 9V-2 65. Bounce fabric softener, 40s
66. Downy Fabric Softener, 64 oz. 67. Windex sprayer, 22 oz. 68. Fujicolor disc HR 200 double 69. Spic and Span powder, 16 oz. 70. Bounty big roll	16. Kodak CP 135-36 VR100 17. Energizer D-2 18. Kodamatic Trimprint color film 19. Duracell AA-2 20. Energizer C-2	66. Fuji disc film 67. Pine Sol liquid cleaner, 28 oz. 68. Kordite kitchen bags 44 qt., 30s 69. Cheer detergent, 42 oz. 70. Black Flag Roach Motel
71. Designer Bounty big roll 72. GE Magicube 73. Scotch Tape ¾ x 200 74. Ivory soft soap, 9 oz. 75. Woolite liquid, 16 oz.	21. Kodak CL110-12 VR200 22. Kodak CL135-36 VR200 23. Duracell Alkaline 9V BP 24. Eveready Heavy Duty AA-4 25. Crayola Crayons, 24s	71. Fuji CN 135-24 HR100 72. Windex refill, 32 oz. 73. D-Con roach traps, 2-pack 74. Scotch sealing tape, 1½ x 400 in. 75. Kleenex assorted, 175s
76. Kordite leaf bags, 6 bushel 77. Eveready transistor 9V-2 78. Downy fabric softener, 21.5 oz. 79. Bounce fabric softener, 40s 80. TDK VHS T-120	26. Kodak VR CF135-24 ASA1000 27. Kodak Reg VHC T-120 28. Kodak CM 110-24 ASA400 29. Energizer AA-2 30. Scotch VHS T-120	76. Kleenex white, 175s 77. Woolite liquid, 16 oz. 78. Reynolds Wrap economy, 75 ft. 79. Era liquid detergent, 32 oz. 80. Bold laundry detergent, 49 oz.
81. Reynolds foil heavy duty 82. Sylvania Flash 600 Amiga 83. Pine Sol liquid cleaner, 28 oz. 84. Comet, 14 oz. 85. Fuji disc film	31. Sylvania Super 10 Flip Flash 32. Sylvania Super 10 Flip Flash, 2-pack 33. Charmin white, 4-pack 34. Duracell Alkaline AAA-2 35. Sylvania Flash Bar	81. Fantastic spray, 32 oz. 82. Pledge lemon spray, 7 oz. 83. Raid ant & roach killer, 11 oz. 84. Windex sprayer, 22 oz. 85. Brite for no wax floors, 16 oz.
86. Kleenex assorted, 175s 87. Scotch sealing tape, 1½ x 400 in. 88. Glad sheer strength 13 gal., 15s 89. Era liquid detergent, 32 oz. 90. Reynolds Wrap, 75 ft.	36. Eveready Heavy Duty D-2 37. Energizer AAA-2 38. Sylvania Magicube 39. Energizer 9V, single 40. Eveready Heavy Duty C-2	86. Scotch Tape, ½ x 800 in. 87. Elmer's Glue, 4 oz. 88. Puffs assorted facial tissue, 175s 89. Cascade dishwasher detergent, 35 oz. 90. Wash-N-Dri towlettes, 20s
91. Pledge lemon spray, 7 oz. 92. Fuji CN 135-24 HR100 93. Papermate 10-pack pens 94. Black Flag Roach Motel 95. Spic and Span pine cleaner, 15 oz.	41. Duracell Alkaline 9V-2 42. Charmin yellow & blue 43. Kodak CL126-24 44. Energizer 9V-2 45. Reynolds Wrap, 25 ft.	91. Glad sheer strength 30 gal., 10s 92. Glass Plus, 32 oz. with trigger 93. Glad sheer strength 13 gal., 15s 94. Kleenex Boutique 36/100s 95. Spic and Span pine cleaner, 15 oz.
96. Raid ant & roach killer, 11 oz. 97. Cascade dishwasher detergent, 35 oz. 98. Kordite kitchen bags 44 qt., 30s 99. Crayola Crayons, 8s 100. Elmers Glue, 4 oz.	46. Kordite leaf bags, 6 bushel 47. Scotch Tape, ¾ x 600 in. 48. Fujicolor disc HR200 double 49. Liquid Tide, 64 oz. 50. Kodak KR135-36 color slides, 64s	96. Ivory soap family size 97. Fab laundry detergent, 20 oz. 98. Elmer's School Glue 99. Scotch Tape, ½ x 450 in. 100. Kiwi black polish

Triple A Product Study

Batteries get prime spot at checkout counters

Batteries continued their strong Triple A showing in the current study, copping many positions among the top 100 products sold in drug stores.

It's little surprise, given the prime display space many retailers afford batteries. Industry research shows that 71% of merchants sell batteries at checkstands and 60% by photo.

The displays by cameras are often the largest and the closest to a permanent home that batteries have in drug stores.

Many uses

Batteries are tied to so many devices powered by them that retailers display them often by consumer electronics, hardware and toys, to name a few. But more often than not, the batteries that

sell best in drug stores are those used to power cameras, flashes and portable audio equipment, which drug stores merchandise.

That is reflected in the Triple A performance rankings, where five of the top six unit movers are nine volt, two are AAA and one is AA, all used often with photo equipment.

Notably, manufacturer re-

search shows that AA accounts for 36% of unit sales nationwide; D, 26%; C, 20%; 9V, 8%; and AAA, 4%, among the most popular cell sizes. The difference in drug store performance must be keyed to the battery-driven product assortment in drug stores.

That same research indicates that 19% of consumers who buy batteries purchase

them in drug stores, compared with 26% at discounters and 26% at supermarkets.

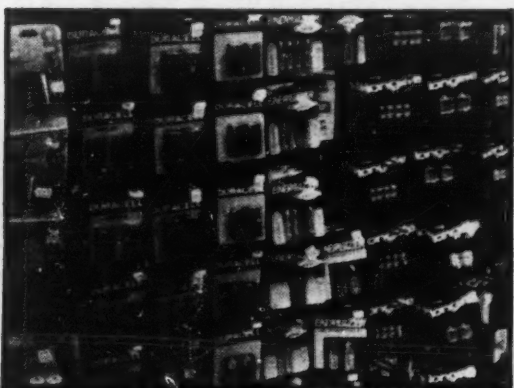
Alkalines drive sales

Alkalines have helped to drive battery sales growth in drug stores the past year. Battery sales rose 7% to \$156 million at drug chains in 1985, approximately 60% of the retail drug industry total.

But 1986 promises some

shifts, because Kodak announced its entry into the battery business this spring with a line of alkaline cells and the first mass market long-life lithium cell.

For Kodak, the entry represents needed diversification. For other makers such as Duracell, Energizer and Rayovac, the space squeeze in planograms is bound to get tighter.



Highest volume batteries (retail dollars)

Duracell AA-4
Energizer AA-4
Duracell D-2
Energizer D-2
Duracell C-2
Duracell AA-2
Energizer C-2
Duracell 9V alkaline-2
Eveready Heavy Duty AA-4
Energizer 9V single

Fastest moving batteries (unit sales)

Energizer 9V-2
Eveready transistor 9V-2
Duracell 9V alkaline
Eveready Heavy Duty C-2
Duracell 9V alkaline-2
Energizer 9V, single
Eveready Heavy Duty D-2
Energizer AAA-2
Duracell AAA alkaline-2
Eveready Heavy Duty AA-4

Most profitable batteries (gross margin dollars)

Duracell AA-2
Energizer AA-4
Duracell D-2
Energizer D-2
Duracell C-2
Duracell AA-2
Energizer C-2
Duracell 9V alkaline
Eveready Heavy Duty AA-4
Energizer AA-2



TRAFFIC INSURANCE.

Millions of consumers have seen this seal in Kodak's biggest TV and print advertising campaign ever for photofinishing, and they're looking for retail outlets that display it.

To them, the Kodak Colorwatch system is memory insurance—the assurance that their film is developed on Kodak paper, with Kodak chemicals, and that Kodak's Technet™ center is used for computerized quality control.

To you, it's traffic insurance.

And the opportunity for impulse purchases. Satisfied customers. And repeat business.

To find out all the benefits of choosing a finisher on the Kodak Colorwatch system, call: 1-800-445-6325, Ext 180. Or, mail the coupon.

EASTMAN KODAK COMPANY
DEPT. DKJ
343 STATE STREET
ROCHESTER, NY 14650

I want more information about the Kodak Colorwatch system. (R)

☐ Please send literature.

☐ Please have a representative call.

Name _____

Title _____

Company _____

Address _____

City _____

State _____ ZIP _____



Triple A Product Study



Public trades up to 35mm cameras; focus is on \$70-\$150 rangefinders

Consumers continue to shift toward 35mm formats, spurred by the flurry of autofocus, easy-to-use rangefinder cameras in the \$70-\$150 price range.

Indeed, when consumers were asked recently what type of cameras they plan to buy, 40% said 35mm and 26% said video cameras, according to Photo Marketing Association International.

Disc was named by 11% and instant by 9% in that survey.

Many who named instant are said to be eyeing the new

Polaroid Spectra, whose film is expected to make sales inroads at drug stores nationwide this year.

Meantime, half of the films which earned top Triple A sales performance rankings in this study are 35mm, two are disc and three are instant. All were from Kodak or Polaroid.

A court decision rendered earlier this year drove Kodak from the instant photography business, where drug store merchants estimated it accounted for 30% of volume. So the Kodak instant print film

which is 10th in category profits in this study won't appear next time.

What's likely to show well this year, according to buyers, is Kodak's new VR-G 35mm films, which are said to give better saturation and color accuracy than previous formulations.

The new Kodak films are replacing the old. Their introduction was timed to coincide with Kodak's announced re-entry into the 35mm camera field after 16 years. Kodak debuted with two models and is adding others to the pipeline soon to compete with established camera brands.

Meantime, more and more drug store merchants are displaying videotapes from such makers as Fuji, TDK, Kodak, Polaroid, JVC, Maxell, Memorex, BASF and Sony in or near their photo departments to capitalize on the current wave of interest in video.

NEW SURE SHOT SUPREME

Canon gives you sure sales and sure profits.

Canon introduces the incredible new Sure Shot Supreme—the most automatic Canon ever created! Great Canon features like totally automatic film handling with DX coding from ISO 50 to 1600, auto exposure, auto focus and an incredible new totally automatic flash system make true one-button operation a reality. It's so advanced, every shot's a sure shot!

Like all Canon Sure Shot models, the Sure Shot Supreme will receive hard-hitting advertising support, with new commercials on network TV, local TV in selected markets, full-color print ads in major magazines like *LIFE*, *NEWSWEEK*, *GOOD HOUSEKEEPING*, etc., and attractive point-of-sale materials for your stores. You'll get more sure sales, with the Sure Shot Supreme.



- Film handling is completely automatic—loading, film advance, rewind at end of roll.
- Automatic DX film speed setting, ISO 50—1600.
- Extended range autofocus—close-ups to 1.8 feet!
- Flash is completely automatic—it fires when needed, even in daylight for fill-flash. Recycles in 1.2 seconds!
- Quartz Date model records date or time directly on film, featuring an alphabetic date mode that prints out months, eg.: JUL, AUG, etc.
- Sure Shot Supreme is supplied complete with fitted carrying case and Lithium battery good for up to five years.

So advanced, every shot's a sure shot!

Canon U.S.A., Inc., One Canon Plaza, Lake Success, NY 11042 / 100 Park Blvd., Itasca, IL 60143 / 5625 Oakbrook Parkway, Norcross, GA 30093
3200 Regent Blvd., Irving, TX 75063 / 123 Paulmarino Ave. East, Costa Mesa, CA 92626 / 4000 Burton Dr., Santa Clara, CA 95054 / Bldg. B-2, 1050 Ala Moana Blvd., Honolulu, HI 96814 / Canon Canada, Inc., Ontario
© 1986 Canon U.S.A., Inc.

Most profitable films and flashes

(gross margin dollars)

- 1 Kodak VR disc, 2-pack
- 2 Kodak CL110-24 VR200
- 3 Kodak CM135-24 VR400
- 4 Kodak CP135-24 VR100
- 5 Kodak VR disc, single
- 6 Polaroid 600 Sun
- 7 Polaroid SX-70 Time Zero
- 8 Polaroid 600 Speed, twinpack
- 9 Polaroid SX-70, twinpack
- 10 Kodak instant print film PR10

Highest volume films and flashes

(retail dollars)

- 1 Polaroid 600 Sun
- 2 Kodak VR disc, 2-pack
- 3 Kodak CM135-24 VR400
- 4 Kodak CL110-24 VR200
- 5 Polaroid 600 Speed, twinpack
- 6 Kodak CP135-24 VR100
- 7 Polaroid SX-70, twinpack
- 8 Kodak VR disc, single
- 9 Kodak CL135-24 VR200
- 10 Kodak CP135-36 VR100

Fastest moving films and flashes

(unit sales)

- 1 Kodak KR135-36 color slides ASA64
- 2 GE Flashbar II, 12s
- 3 Sylvania Flash 600 Amiga
- 4 GE Flipflash II, twinpack
- 5 Sylvania Flashbar
- 6 GE Magicubes
- 7 GE Flipflash II
- 8 Sylvania Super 10 Flipflash, twinpack
- 9 Sylvania Magicube
- 10 Polaroid SX-70, twinpack

Triple A Product Study

Baby care ads, promos build traffic at a price

It's no fairy tale that drug store retailers consider baby needs to be a linchpin department. Appeal to the young mother with fair prices and a broad assortment here, and she'll shop her way through other categories during her visit, the popular philosophy goes.

The birth boomlet has restimulated merchant interest in this strategy, as retailers look to mine this prime customer who must spend to meet many family needs.

It's a good thing baby needs deliver these other benefits besides gross margin, because constant promotions on a few highly identifiable products sap the category's potential profits strength.

Good news and bad news

Consumers who watch ads can get great deals on such items as disposable diapers, formula and baby wipes, which virtually monopolize the Triple A top performance rankings. That's good news and bad news for drug store operators, who get the traffic, but at a price.

Even in Long Island, N.Y., one of the nation's more affluent markets, shoppers have their pick of Rockbottom, Pathmark, Genovese, SuperRx, CVS and Austin, who position much of their ad space around baby-related merchandise. It's common, for instance, to see ads for Luvs, Huggies and Pampers within pennies of each other almost every week.

Pricing pressures are escalating this year, too, because of manufacturer

Fastest moving baby needs products (unit sales)

- 1 Similac ready-to-feed with iron, 32 oz.
- 2 Isomil concentrate, 13 oz.
- 3 Similac with iron concentrate, 13 oz.
- 4 Pampers large regular, 32s
- 5 Huggies large, 33s
- 6 Pampers large super, 32s
- 7 Q-tips, 170
- 8 Baby Fresh wipes, 80s regular
- 9 Baby Fresh wipes, 80s unscented

Most profitable baby needs products (gross margin dollars)

- 1 Huggies large, 33s
- 2 Pampers large regular, 32s
- 3 Similac ready-to-feed with iron, 32 oz.
- 4 Pampers large super, 32s
- 5 Similac with iron concentrate, 13 oz.
- 6 Isomil concentrate, 13 oz.

price hikes of 6% to 8% on disposable diapers. Spokesmen for various chains felt they'd be forced to raise prices and hoped competitors wouldn't make diapers into loss leaders.

In Dallas, for instance, Tom Thumb/Page wasn't that lucky. Earlier this year, it had to lower its price on a bag of



Huggies diapers to \$8.19, for which it paid \$9.25, because Albertson's set a discount price policy and charged \$6.99 for the same bag.

Overall in 1985, Huggies and Pampers took two of the top four sales performance spots, according to Triple A findings. Similac formula and Baby

Fresh wipes commanded the second and third rankings.

Each of these brands also measured up as among the fastest-turning baby needs products in drug stores last year. Q-tips copped the No. 7 unit movement spot, as the only product on the list that wasn't a diaper, formula or wipe.

New lens care systems impact category sales

Drug store retailers have a good problem in merchandising eye/lens care in 1986: finding space for the newly popular LENSEPT and AOSEPT high-ticket hydrogen peroxide-based systems.

The hydrogen peroxide lens care regimens offer two advantages to consumers: They are heat free and preservative free, for greater convenience and the elimination of the risk of eye surface reactions.

Reactions to solution preservatives have been a common and increasingly vocal concern of consumers, which prompted Bausch & Lomb to introduce Sensitive Eyes last year. It has a different preservative from that in many other saline solutions, to which fewer

consumers are sensitive.

Its 12-oz. package zoomed to the top of the Triple A list in this category as the fastest-turning, highest-volume and most profitable product. The 8-oz. package came in third.

That performance reflects several trends common in eye/lens care: Consumers favor the larger, more economical package sizes; they respond to new offerings from the handful of established suppliers; and they seek increased convenience in the solutions they buy.

Moreover, customers remain largely tied to the cleaning and disinfecting systems recommended by their doctors. That limits the private-label opportunity for retailers, but at the same time enables products to carry high tickets and still move well.

Consumers who wear contact lenses daily account for two-thirds of all lens wearers. And many concerned about eye reactions are turning toward preservative-free saline solutions, which now account for 25% of all saline sales.

Market saturating

Retailers will have to rely on new products and merchandising strate-

gies to build the eye/lens care category further, since the prime market of soft lens wearers has begun to saturate.

That is possibly why chains such as Revco, Rite Aid and Kerr have recently replanogrammed or are planning new displays to ensure exposure of the new hydrogen peroxide-based systems.

Most profitable eye care products (gross margin dollars)

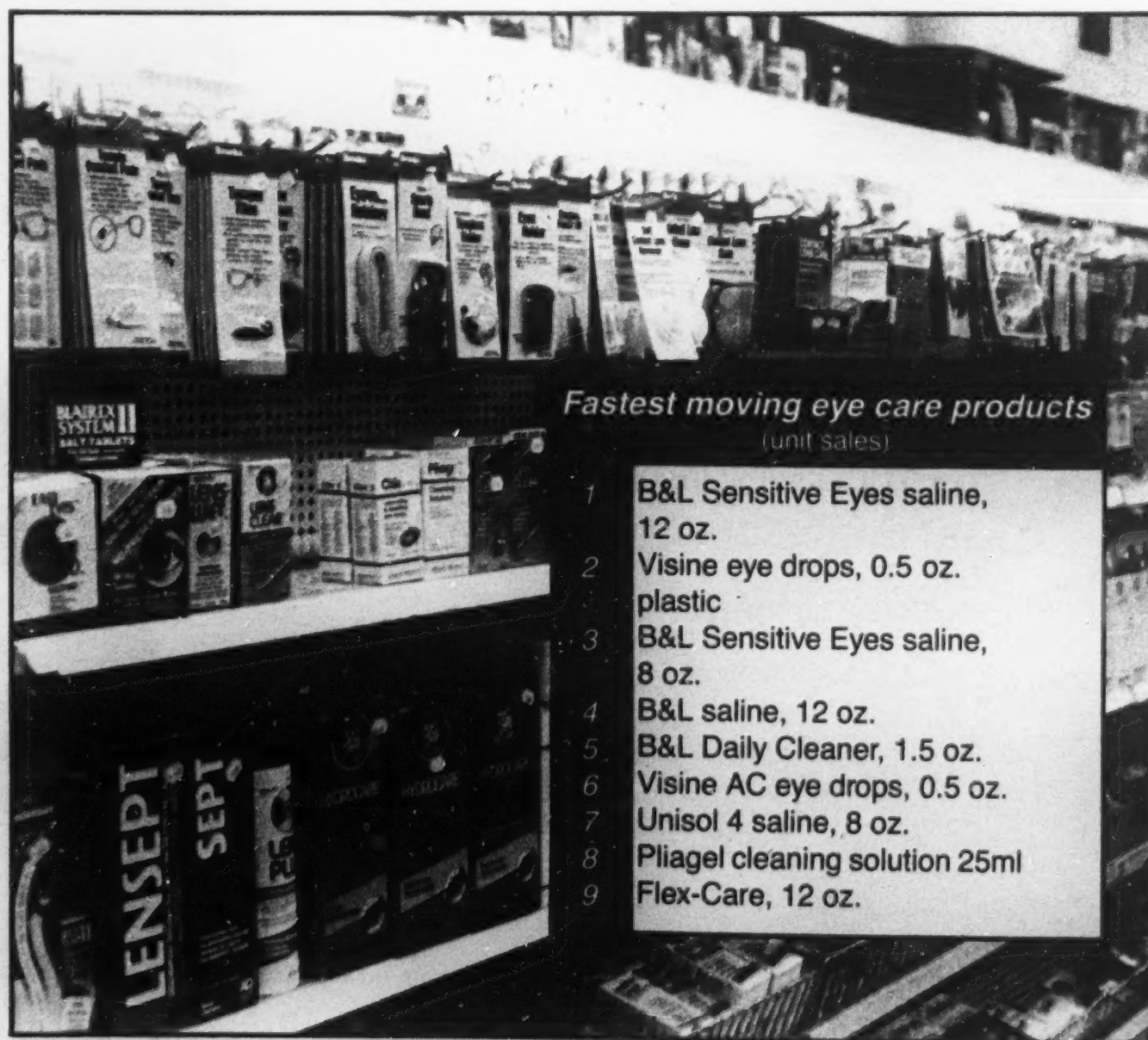
- 1 B&L Sensitive Eyes saline, 12 oz.
- 2 Flex-Care, 12 oz.
- 3 B&L Sensitive Eyes saline, 8 oz.
- 4 B&L Daily Cleaner, 1.5 oz.
- 5 Pliagel cleaning solution 25ml
- 6 Allergan Soflens cleaner tabs, 24s
- 7 Visine eye drops, 0.5 oz. plastic
- 8 Unisol 4 saline, 8 oz.
- 9 LENSEPT disinfecting solution, 8 oz.
- 10 Soflens cleaner tabs, 36s

Highest volume eye care (retail dollars)

- 1 B&L Sensitive Eyes saline, 12 oz.
- 2 B&L saline, 12 oz.
- 3 B&L Sensitive Eyes saline, 8 oz.
- 4 Visine eye drops, 0.5 oz. plastic
- 5 B&L Daily Cleaner, 1.5 oz.
- 6 Allergan Soflens cleaner tabs, 24s
- 7 Unisol 4 saline, 8 oz.
- 8 Pliagel cleaning solution 25ml
- 9 Soflens cleaner tabs, 36s
- 10 Visine AC eye drops, 0.5 oz.

Fastest moving eye care products (unit sales)

- 1 B&L Sensitive Eyes saline, 12 oz.
- 2 Visine eye drops, 0.5 oz. plastic
- 3 B&L Sensitive Eyes saline, 8 oz.
- 4 B&L saline, 12 oz.
- 5 B&L Daily Cleaner, 1.5 oz.
- 6 Visine AC eye drops, 0.5 oz.
- 7 Unisol 4 saline, 8 oz.
- 8 Pliagel cleaning solution 25ml
- 9 Flex-Care, 12 oz.



Triple A Product Study

Shoppers consider need for vitamin supplements

Many drug store retailers have turned vitamins/supplements into private-label heaven, devoting prime shelf space to high-margin store brands and less footage to the brands that built the demand.

This key category has also come under question lately as Americans pause to consider whether they need all the nutritional aids they were so fast to buy in years past.

It's been known for a long time that megadoses and other unsupervised abuses of fat-soluble vitamins A and D could cause medical problems. But this is the first time the public at large is questioning why they have been plunking so much down at the register to buy vitamins/supplements.

Positioned near pharmacy

Drug store retailers recognize the lack of in-depth consumer knowledge about the category, so they place vitamins/supplements near pharmacy, where people can ask questions. And, of course, the category gains credibility.

The positioning apparently hasn't benefited individual sku's that much, buyers said. Consumers still opt mostly for the shotgun approach to nutritional aids: Buy a multivitamin and feel confident you'll get what you need.

Calcium is hot

In supplements, calcium is hot, and displays show it. At a Sav-On near Los Angeles, for instance, calcium is an ingredient in nearly every supplement product across the eye-level row in an 8-ft. display. That included Os-Cal, Posture and Calcimax.

On the next highest row were products containing niacin, zinc and iron.

The value of calcium for aging women to help fight osteoporosis has been well publicized and has contributed to the birth of new products and sales growth in the category.

Only a few vitamin/supplement brands made it to the Triple A top-brand rankings based on 1985 performance. Only Centrum, Os-Cal and Ensure Plus achieved the status, with the latter being more of a nutritional restorer for people who can't eat food.



Most profitable vitamins/supplements (gross margin dollars)

- 1 Ensure Plus, case of four 8 oz. 6-packs
- 2 Os-Cal 500mg tabs, 60s
- 3 Centrum tabs, 100+30
- 4 Os-Cal 250mg tabs, 100s

Highest volume vitamins/supplements (retail dollars)

- 1 Centrum tabs, 100+30
- 2 Os-Cal 500mg tabs, 60s
- 3 Os-Cal 250mg tabs, 100s

Fastest moving vitamins/supplements (unit sales)

- 1 Centrum tabs, 100+30
- 2 Os-Cal 500mg tabs, 60s
- 3 Os-Cal 250mg tabs, 100s

Working moms 'clean up' household category

The household/cleaning/paper category has two trends going for it: more messy kids and harried moms thanks to the swelled birth rate of recent years, and more women in the workforce.

The former leads to more sales of paper towels, detergents and cleaning supplies to erase trails left by toddlers. The latter means more disposable dollars and a consumer inclination to spend more for products they feel work best.

On the downside, two-income couples can sometimes afford to hire commercial cleaning services, which could cut into demand for these products.

The category registered a modest 6% dollar sales gain in drug stores last year, beating inflation, but not by much. It seems unit sales gains have been offset by constant promotions of some of the most popular products.

The diversity of products on the top 10 sales producers reflects the broad-

based strength of the category. Toilet papers, detergents, hand soaps, spray cleaners, trash bags, insect traps and foil all share the leadership spotlight.

One of the bright spots here was quick acceptance by consumers of liquid detergents, which some women prefer because they mix quickly and easily in cold, warm and hot water.

They say powders sometimes cake up in cold water.

Liquid Tide, for instance, leaped into the No. 2 sales position, according to AAA movement data in 1985. The product also landed as the fifth most profitable in the category.

That typifies the story in this category. Shoppers especially value convenience when buying these types of products. If they find it, it's unlikely they'll give it up. That's why many of these same sku's remain among the strongest AAA performers from study to study each year. Among them are Charmin 4-packs, Ivory soap, Fantastic spray and Reynolds aluminum foil.

Most profitable household chemicals/cleaning supplies (gross margin dollars)

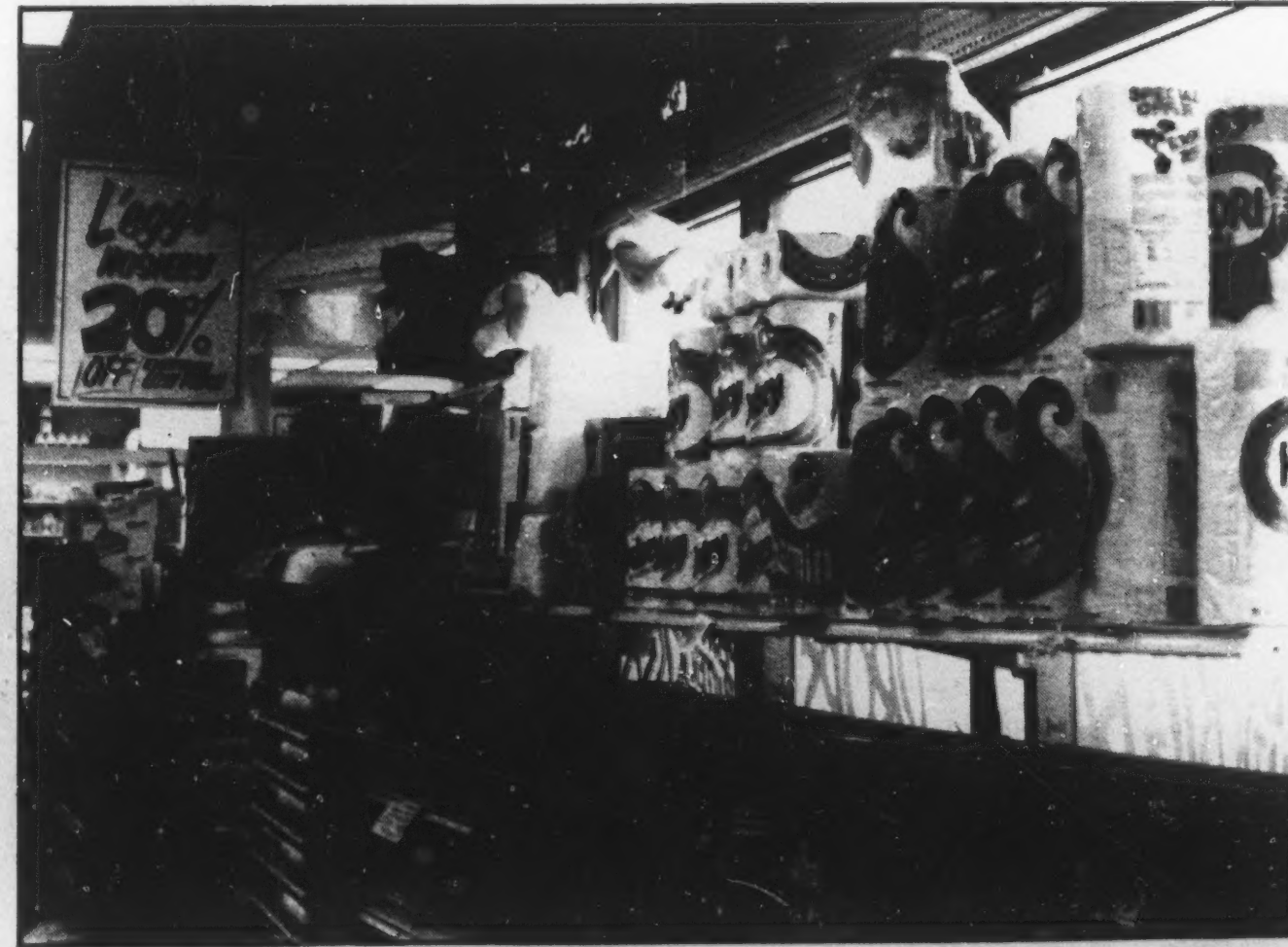
- 1 Charmin white, 4-pack
- 2 Charmin yellow and blue, 4-pack
- 3 Reynolds Wrap, 25 ft.
- 4 Kordite leaf bags, 6 bushel
- 5 Liquid Tide, 64 oz.
- 6 White Cloud white, 4-pack
- 7 Kordite trash and grass bags, 20s
- 8 Bounty big roll
- 9 Designer Bounty big roll
- 10 Ivory liquid detergent, 32 oz.

Highest volume household chemicals/cleaning supplies (retail dollars)

- 1 Charmin white, 4-pack
- 2 Liquid Tide, 64 oz.
- 3 Charmin yellow and blue, 4-pack
- 4 Bold detergent, 49 oz.
- 5 Ivory soap family size
- 6 Fantastic, 32 oz.
- 7 Glad sheer strength 30-gal. bags, 10s
- 8 D-Con roach traps, 2-pack
- 9 White Cloud white, 4-pack
- 10 Reynolds Wrap 25 ft.

Fastest moving household chemicals/cleaning supplies (unit sales)

- 1 Bold detergent, 49 oz.
- 2 Pine Sol, 28 oz.
- 3 Brite for No-Wax Floors, 16 oz.
- 4 Kordite trash and grass bags, 20s
- 5 Kordite 44-qt. kitchen bags, 30s
- 6 Wash-N-Dri towelettes, 20s
- 7 Fab detergent, 20 oz.
- 8 Reynolds Wrap, 75 ft.
- 9 Pledge lemon, 7 oz.
- 10 Hi-Dri paper towels



Triple A Product Study

Stationery upgrades highlight '85 best-sellers

The explosion in home offices hasn't been fully felt yet in stationery merchandising at drug stores.

Space constraints and generally narrow assortments have, so far, kept drug stores from being a primary source for such items. Efforts to expand the department's appeal to home-based professionals have begun at many chains, but specialty stores and commercial suppliers have the image and the edge in space, assortments and ability to service. Moreover, discounters and mass merchants compete on price and make this a tough area for drug stores to grow.

Computer accessories is one category where drug stores experimented and largely backed away. Buyers said they couldn't expect to gain recognition selling these products because they aren't in the computer business at all.

Gresham Drugs has been a notable exception, however, for several reasons. A front-end manager knows that business and helps in buying, steady promotions undercut nearby Radio Shacks and Computer Land stores, and most of the chain's stores are in a college town.

Still, it's no surprise that the top AAA performance rankings show no home office supplies. Attempts to expand that business are recent and scattered, but may become evident in next year's rankings.

The strongest trends in stationery



benefiting drug stores are manufacturer quality and design improvements to notebooks and portfolios, and customers' willingness to pay more for such upgrades. Improvements include low-drag notebook paper with laser perforations and antiglare characteristics, better theme book bindings, and high-tech designs with such colors as purples and pastels.

Buyers sense a trend away from licensed products to modern art-type portfolios.

Chains are also finding that the back-to-school category is becoming profitable year-round, with off-season periods often the best time to generate profits, when products sell at higher prices.

Manufacturers are taking the lead in trying to develop nonseasonal demand, but other factors also contrib-

ute. These include students with more disposable income, more home office workers and curiosity about new products.

These trends bode well for stationery performance in drug stores. But the AAA performance rankings reflect schoolday basics.

Crayons, tape, pens and glue dominate the highest volume and profits lists. All are products that fuel a strong replacement business and lend themselves to year-round merchandising.

The fourth-leading volume producer, Papermate pens 10-pack, reflects steps taken by manufacturers to raise counts in multipacks to add impetus to sales.

Overall, pen and pencil sales are becoming more year-round products, in large part because manufacturer promotions generate interest.

Fastest moving stationery products (unit sales)

- 1 Elmer's glue, 1 1/4 oz.
- 2 Scotch Tape, 1/2 x 800
- 3 Scotch Tape, 1/2 x 450
- 4 Scotch sealing tape, 1 1/2 x 400
- 5 Elmer's school glue
- 6 Scotch Tape, 3/4 x 200
- 7 Elmer's glue, 1 1/4 oz.
- 8 Trapper keeper portfolio
- 9 Elmer's glue, 4 oz.
- 10 Bic ball stick pen blue

Most profitable stationery products (gross margin dollars)

- 1 Crayola crayons, 24s
- 2 Scotch Tape, 3/4 x 600
- 3 Crayola crayons, 8s
- 4 Scotch sealing tape, 1 1/2 x 400
- 5 Scotch Tape, 1/2 x 800
- 6 Elmer's glue, 4 oz.
- 7 Elmer's school glue
- 8 Scotch Tape, 1/2 x 450

Highest volume stationery products (retail dollars)

- 1 Crayola crayons, 24s
- 2 Scotch Tape, 3/4 x 200
- 3 Scotch sealing tape, 1 1/2 x 400
- 4 Papermate pens, 10-pack
- 5 Crayola crayons, 8s
- 6 Elmer's glue, 4 oz.

Bulk brands and fruity flavor add to laxative sales

Prospects for laxatives are strong, given the popularity of new bulk brands and fruity taste that makes swallowing laxatives more pleasant.

Even before Citrucel and similar products reached drug store shelves late last year, bulk had grown to a 36% share of the nation's \$525 million retail

laxative market. Drug chains alone accounted for \$262 million of that, on a 1985 sales gain of 14%.

Consumers have found that generally, bulk laxatives act more gently than other forms. Both the pleasantness and ease of use are important to the primary group of laxative users, men and women older than 50.

However, price is also a major consideration in merchandising laxatives, because many in this target market are

on fixed incomes and buy what's on promotion—rather than stay loyal to a brand they like. Metamucil gained its Triple A No. 6 top-volume ranking by playing to this strategy, being placed on deal often, buyers said.

According to manufacturer estimates, stimulants such as Correctol, Ex-lax and Doxidan make up the second largest laxative category at 31%. Softeners account for 17%, enemas 13% and emollients 3%.

Still, drug store buyers predict bulk will keep its leadership share because of increased awareness of fiber's importance in the diet.

Meantime, chemicals account for four of the top six Triple A top-volume spots in the category, reflecting 1985 sales.

Fleet enema swept the field, however, coming in first as the most profitable, fastest-selling and highest-turning laxative in drug chains in 1985.

Highest volume laxatives (retail dollars)

- 1 Fleet Enema regular
- 2 Correctol tabs, 30s
- 3 Ex-lax pills, 30s
- 4 Ex-lax chocolate, 18s
- 5 Doxidan capsules, 10s
- 6 Metamucil powder, 21 oz.

Most profitable laxatives (gross retail dollars)

- 1 Fleet Enema regular
- 2 Correctol tabs, 30s
- 3 Ex-lax pills, 30s
- 4 Ex-lax chocolate, 18s
- 5 Doxidan capsules, 10s

Fastest-moving laxatives (unit sales)

- 1 Fleet Enema regular
- 2 Ex-lax chocolate, 18s
- 3 Correctol tabs, 30s
- 4 Doxidan capsules, 10s



Triple A Product Study

Diet aids popularity tips sales 14% higher in '85

Americans' desire to be thin has helped to fatten the pockets of drug stores nationwide, which enjoy brisk sales of diet aids.

Since diet aids grew 14% in

1985 to \$103 million at drug chains—about 60% of the drug store total—the category's leading products experienced a shift.

Fiber products, such as Fibre Trim and Fiber Full, have attracted consumers who in recent years have bought Slim

Fast and Dexatrim most often. As a result, next year's Triple A top product rankings might show some added listings.

Fiber's potential

The ways consumers control their diets seem to vary, according to popular trend,

but fiber is nonchemical, exists naturally and is bound to capture a segment of the weight-conscious populace.

Slim Fast has a slightly different appeal. It's a flavored powder people mix with liquids and is perceived more as a supplement than as other diet aids in capsule form.

However, Dexatrim and Acutrim have loyal followings, drug store sources said. The brands have withstood criticism by consumer groups who believe that phenylpropanolamine (PPA), their active ingredient, causes hyperactivity and other side effects. The

Food and Drug Administration has said low dosages pose no danger.

And the brands continue to capture eye-level display space. At a Sav-On in the Los Angeles area, for instance, Dexatrim, Acutrim and Acutrim II share prime pegged displays with Fibre Trim and water pills across 8 ft. near the pharmacy.

Slim Fast, another top Triple A brand, was displayed in 12-bar packs and 16-oz. powder containers on shelves below.

Manufacturers have sought to give consumers greater convenience in using diet aids as part of their weight control programs. The 15-hour strength capsules by Dexatrim result in once-a-day use and relieve people from having to think about it all day long. The newly popular fiber tablets, on the other hand, need to be taken several times daily. The continued prominence of such products as Equal and Sweet 'N Low shows that many people try to curb their appetites using products made with artificial sweeteners.

Equal has also withstood public questioning about the effects of aspartame

Most profitable diet aids (gross margin dollars)

- 1 Slim Fast powder, 16-oz. chocolate
- 2 Acutrim tabs, 40s
- 3 Dexatrim 15-hour extra-strength, 20s
- 4 Equal packets, 100s
- 5 Dexatrim extra-strength, 20s
- 6 Dexatrim caffeine-free extra-strength, 20s

Fastest moving diet aids (unit sales)

- 1 Sweet 'N Low, 100s
- 2 Slim Fast powder, 16-oz. chocolate
- 3 Dexatrim 15-hour extra-strength, 20s
- 4 Acutrim tabs, 40s

Highest volume diet aids (retail dollars)

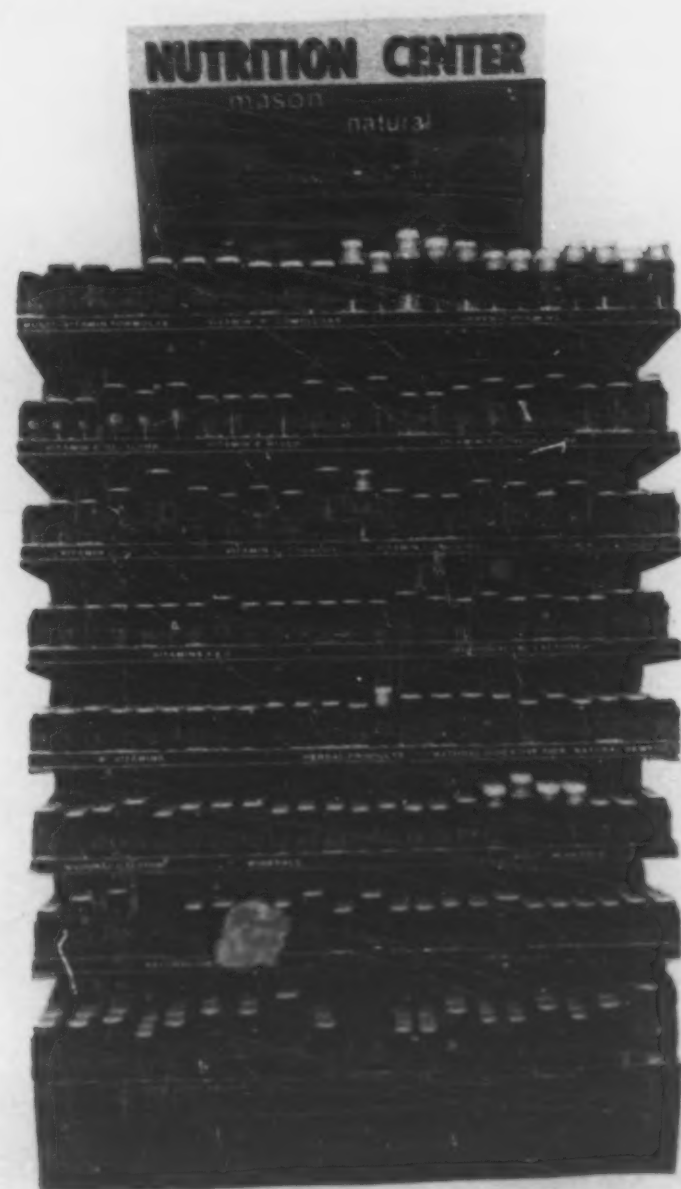
- 1 Slim Fast powder, 16-oz. chocolate
- 2 Acutrim tabs, 40s
- 3 Dexatrim 15-hour extra-strength, 20s
- 4 Equal packets, 100s
- 5 Dexatrim extra-strength, 20s

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C-500 M.G.
Ascorbic Acid

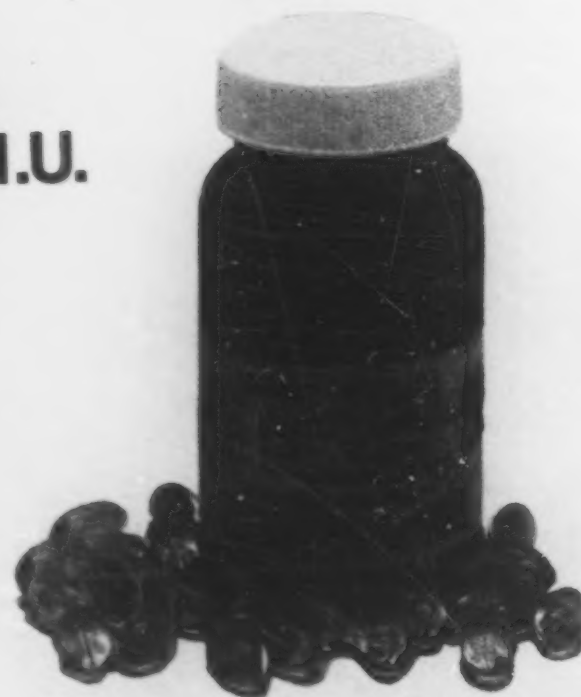
89¢

NO LIMIT
517

E-400 I.U.
DL-Alpha Tocopheryl

149

NO LIMIT
505



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Prolamine
Appetite Control Capsules and Diet Plan - 30 count
Reg. 3.99
Sale 2.99
Less Mail-in Rebate 1.00
Your Final Cost After Rebate **199**

Fibre Trim
ALL NATURAL FIBRE TRIM
A mild aid to weight loss
ALL NATURAL FIBRE TRIM
100 tablets
SALE **349**

Triple A Product Study

OTC switches power cough/cold performance

Consumers steadily rush to use OTC drugs that had formerly been available only on prescription.

Switched drugs are so popular that proprietaries has been one of the fastest growing categories in dollar sales, profits and unit movement. Cough/cold sales in 1985 climbed 13%

last year to \$609 million at drug chains.

Switched drugs led the charge, according to Triple A performance rankings. Four out of the top seven cough/cold leaders in unit movement are former prescription products: Drixoral, Sudafed and two Actifed sku's.

The popularity of switched drugs doesn't guarantee sure winners, however. Merchandising efforts count heavily too. As an example, Benylin cough syrup, while copping the 15th spot in category unit movement, hasn't yet been able to unseat Robitussin,

which is well entrenched and heavily advertised.

Robitussin, in fact, commands four of the top 16 cough/cold sales positions. The brand's strong showing underscores a trend in the type of products consumers favor.

They seem to prefer combination products, such as a decongestant and expectorant in the same product. Alka Seltzer Plus, No. 6 in category sales, is another example: it's a combination aspirin and antacid product.

Benadryl, another switched product that is primarily for

allergies, is also used by many to treat colds.

Sprays for the most part haven't rated highly in the Triple A studies, except for Afrin, which is a long-acting former Rx-only product.

Afrin's popularity reflects another consumer purchase trend in cough/cold: people want convenient, long-acting products they don't have to take every few hours.

That was one of the attractions of Contac capsules, which has long been in the company of Triple A leaders. Current Triple A findings

were concluded before tampering incidents, which prompted SmithKline Beckman to withdraw it. The manufacturer announced later it will reintroduce Contac in a new tightly sealed capsule with new package and seals this summer.

Virtually all the cough/cold leaders are adult products, except for recently switched Dimetapp elixir, primarily a pediatric formula, which is No. 19 in category unit movement, but will probably place higher in next year's study with a full year under its belt on OTC shelves.

Most profitable cough cold products (gross margin dollars)

- 1 Actifed tabs, 24s
- 2 Nyquil, 10 oz.
- 3 Nyquil, 6 oz.
- 4 Alka Seltzer Plus, 20s
- 5 Robitussin DM, 4 oz.
- 6 Alka Seltzer Plus, 36s
- 7 Sudafed tabs 30mg, 24s
- 8 Drixoral tabs, 10s
- 9 Robitussin DM, 8 oz.
- 10 Actifed tabs, 12s
- 11 Afrin nasal spray, 1 oz.
- 12 Robitussin CF, 4 oz.
- 13 Sudafed S.A., 10s
- 14 Afrin nasal spray, 0.5 oz.
- 15 Benzedrex inhaler
- 16 Robitussin, 4 oz.
- 17 Robitussin PE, 4 oz.
- 18 Sinex long-acting, 0.5 oz.

Fastest moving cough cold products (unit sales)

- 1 Nyquil, 6 oz.
- 2 Robitussin DM, 4 oz.
- 3 Actifed tabs, 12s
- 4 Drixoral tabs, 10s
- 5 Actifed tabs, 24s
- 6 Alka Seltzer Plus, 20s
- 7 Sudafed tabs 30mg, 24s
- 8 Contac capsules, 10s
- 9 Robitussin DM, 8 oz.
- 10 Robitussin, 4 oz.
- 11 Nyquil, 10 oz.
- 12 Afrin nasal spray, 0.5 oz.
- 13 Robitussin CF, 4 oz.
- 14 Sudafed S.A., 10s
- 15 Benylin cough syrup, 4 oz.
- 16 Alka Seltzer Plus, 36s
- 17 Triaminic syrup, 4 oz.
- 18 Benadryl 25mg, 24s
- 19 Dimetapp elixir, 4 oz.
- 20 Afrin nasal spray, 1 oz.

Highest volume cough cold products (retail dollars)

- 1 Nyquil, 6 oz.
- 2 Actifed tabs, 24s
- 3 Nyquil, 10 oz.
- 4 Robitussin DM, 4 oz.
- 5 Drixoral tabs, 10s
- 6 Alka Seltzer Plus, 36s
- 7 Robitussin DM, 8 oz.
- 8 Contac capsules, 10s
- 9 Actifed tabs, 12s
- 10 Alka Seltzer Plus, 20s
- 11 Sudafed tabs 30mg, 24s
- 12 Afrin nasal spray, 1 oz.
- 13 Robitussin CF, 4 oz.
- 14 Triaminic syrup, 4 oz.
- 15 Sudafed S.A., 10s
- 16 Robitussin, 4 oz.
- 17 Afrin nasal spray, 0.5 oz.
- 18 Benzedrex inhaler
- 19 Benadryl 25mg, 24s

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in drugstores during January and February, the peak season.

Dimetapp turns 60% faster

than the category norm in drugstores and 16% faster than the category norm in food stores.

Dimetapp captured a 7.5% share (only 1.4% less than the leader)

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Dimetapp is the hottest mover in the cold and allergy market. But without adequate stock, *your* numbers aren't what they could be. Dimetapp inventories in drugstores were less than one half that of Actifed® during the peak season. Yet Dimetapp turned *twice* as fast.

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source of data: National Independent Market Research.

A-H ROBINS
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Richmond, Virginia 23230-0235

Triple A Product Study

Retailers revamp analgesics, ibuprofen gains

If you've just gotten a headache, chances are you're a retailer who has to merchandise analgesics in the wake of this year's tampering incidents.

The category is under siege because isolated tamperings have prompted some major manufacturers to recall products, while shaking the faith of consumers in buying OTC capsule medications.

In a new *Drug Store News* survey (see *Inside Pharmacy* this issue), 44% of consumers polled said they'd prefer to buy capsule medications from behind the pharmacy counter. They'd apparently be willing to pay more for the feelings of extra security and control. Another 38% said capsules should be banned.

The early rush to fill the void left by branded hard two-piece capsules has so far been led by caplets and tablets. In addition, retailers such as Giant, Eckerd, Page and Begley gave their comparable private-label analgesics a bigger chunk of shelf space.

Where analgesics formats will settle down is still in question. What seems clearer is that the category's growth trend will remain among the highest in proprietaries.

In 1985, the same period in which AAA product movement was measured, analgesics sales in drug chains rose

14.2% to \$416 million. The chains grabbed an approximate 25% share of the nation's \$1.6 billion OTC analgesic market.

According to estimates by David Saks, analyst at Morgan Olmstead, Kennedy & Gardner, that breaks out as follows: aspirin 55%, Tylenol 33%, all other acetaminophen 7% and ibuprofen 5%.

Perhaps the biggest product news last year was the switching of ibuprofen from Rx to OTC status. It was formerly available only as Motrin and Rufen by prescription.

Whitehall's Advil copped two of the top eight positions in AAA measurements, based on retail dollar sales. Bristol-Myers' Nuprin didn't score as highly, probably because of its later introduction, industry sources said. They believe this year's rankings should show a significant climb.

Advil tabs, 50 count, was rated No. 3 in AAA data, and Advil tabs, 24 count, scored eighth highest in retail dollar sales.

Tylenol, Anacin and Bufferin completed the top 10 in analgesics retail dollar sales.

Tylenol had six of those positions, including the top two.

According to AAA findings, capsules, caplets and tablets each held two of Tylenol's six high rankings among the top 10 analgesics sales producers in 1985. That could mean less of a disruption to Tylenol business than retailers might have thought.

There was widespread consistency among the analgesics showing up on the highest-volume, fastest-moving and most-profitable top 10 rankings.

Fastest-moving analgesics (unit sales)

- 1 Tylenol extra-strength capsules, 50s
- 2 Bayer aspirin, 100s
- 3 Tylenol extra-strength tabs, 60s
- 4 Tylenol extra-strength tabs, 30s
- 5 Tylenol extra-strength capsules, 24s
- 6 Advil tabs, 24s
- 7 Anacin, 100s
- 8 Tylenol extra-strength caplets, 50s
- 9 Tylenol tabs, 24s
- 10 Tylenol extra-strength caplets, 24s

Highest volume analgesics (retail dollars)

- 1 Tylenol extra-strength capsules, 50s
- 2 Tylenol extra-strength tabs, 60s
- 3 Advil tabs, 50s
- 4 Tylenol extra-strength tabs, 100s
- 5 Anacin, 100s
- 6 Tylenol extra-strength caplets, 50s
- 7 Tylenol extra-strength capsules, 24s
- 8 Advil tabs, 24s
- 9 Bufferin tabs regular, 100s
- 10 Tylenol extra-strength caplets, 100s

Most profitable analgesics (gross margin dollars)

- 1 Tylenol extra-strength capsules, 50s
- 2 Advil tabs, 50s
- 3 Tylenol extra-strength tabs, 60s
- 4 Tylenol extra-strength tabs, 100s
- 5 Tylenol extra-strength caplets, 50s
- 6 Bayer aspirin, 100s
- 7 Tylenol extra-strength capsules, 24s
- 8 Advil tabs, 24s
- 9 Tylenol extra-strength caplets, 24s
- 10 Tylenol child chewable tabs, 30s

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WHITEHALL LABORATORIES

Triple A Product Study

Calcium promotion shakes up 'normally quiet' antacid biz

Calcium additives have created the biggest rumble in antacids this past year.

The normally quiet antacid category has made some noise lately, with manufacturers promoting their products as inexpensive sources of calcium. Antacids have picked up business because doctors recommend brands with calcium to women as a diet ingredient to help prevent osteoporosis.

Drug stores have benefited most from this activity because they hold a commanding share of retail sales in the category. According to A. C. Nielsen, drug stores account for 50% of antacid sales nationwide, compared with 41% at food stores and 9% at mass merchants.

Moreover, sales of antacids at drug chains, which generate about 60% of drug store volume, rose 12% in 1985 to \$241 million.

Other trends

Other trends that have contributed to antacid growth have been the added convenience of roll packs and the stepped-up use and promotions of private labels by some retailers.

By adding pocket-sized roll packs to their offerings, some manufacturers have made antacids a faster-turning, higher-impulse, viable checkstand item.

Much of this activity took place, however, after Triple A measurements were well under way, so shifts in product rankings won't show until next year's study.

Drug store merchants, already responding to these trends, have still another to gauge in 1986: the demand for products that control ulcers while combating acid discomfort, particularly in markets populated by many elderly.

Top slots

Despite these trends, Mylanta and Maalox brands continued to show strongly, locking in four of the top five retail sales spots in the category.

Highest volume antacids (retail dollars)

- 1 Mylanta liquid, 12 oz.
- 2 Maalox liquid, 12 oz.
- 3 Mylanta II liquid, 12 oz.
- 4 Gaviscon tabs, 100
- 5 Maalox Plus liquid, 12 oz.
- 6 Pepto Bismol, 8 oz.
- 7 Pepto Bismol, 4 oz.
- 8 Tums peppermint, 150
- 9 Maalox liquid, 26 oz.
- 10 Kaopectate, 8 oz.

Most profitable antacids (gross margin dollars)

- 1 Mylanta liquid, 12 oz.
- 2 Alka Seltzer foil, 36s
- 3 Mylanta II liquid, 12 oz.
- 4 Pepto Bismol, 8 oz.
- 5 Pepto Bismol, 4 oz.
- 6 Tums peppermint, 150
- 7 Gaviscon tabs, 100
- 8 Tums assorted flavors, 150
- 9 Tums peppermint, 3-pack
- 10 Kaopectate, 8 oz.



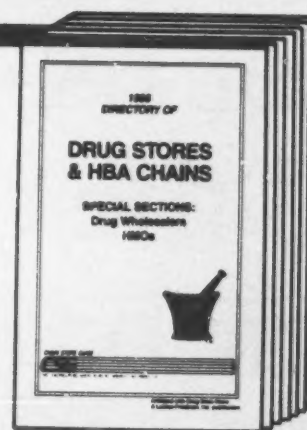
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1986 DRUG & HBA CHAINS/DRUG WHOLESALERS Published in December, 1985

Provides complete company profiles on 2,000 2-or-more store chains operating 23,000 drug & HBA stores and 165 drug wholesale companies and their 275 divisions.



1986 DISCOUNT STORES/CATALOG SHOWROOMS/ CE RETAILERS/CE DISTRIBUTORS Published in March, 1986

Provides complete company profiles on 325 discount store companies operating 8,250 stores.

1986 SUPERMARKET, GROCERY & CONVENIENCE STORE CHAINS Published in October, 1985

Provides complete company profiles on 3,700 store chains operating 75,000 units.



Fastest moving antacids (unit sales)

- 1 Mylanta liquid, 12 oz.
- 2 Maalox liquid, 12 oz.
- 3 Mylanta II liquid, 12 oz.
- 4 Pepto Bismol, 4 oz.
- 5 Pepto Bismol, 8 oz.
- 6 Maalox Plus liquid, 12 oz.
- 7 Alka Seltzer tabs, 36s
- 8 Tums assorted, 3-pack
- 9 Rolaid's peppermint, 3-pack
- 10 Maalox Plus, 3-roll pack

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Chain Store Guide 425 Park Ave. N.Y., N.Y. 10022 (212) 371-9400
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Survey: Confidence in capsules sinks

By Dave Vaczek

NEW YORK — Consumers' confidence in the safety of capsule medicine sold over the counter has sharply waned, a survey by *Drug Store News* suggests.

Over 80% of persons surveyed supported restricting or banning OTC capsule sales, in the aftermath of two deaths from ingestion of cyanide-contaminated capsules in Washington state.

Almost half the respondents who indicated they use capsules said their fears about capsule medications had increased during the month preceding the telephone survey, which was conducted June 20 to 22.

What should be done

Of 1,000 adults polled, 378, or 37.8%, said they favored banning capsules, in response to a question asking what should be done to prevent future occurrences of capsule tampering. In addition, 438, or 43.8%, said they favored requiring OTC capsule sales through a pharmacist.

Asked whether fears about capsule medications had increased in the last month, 28.3%, or 49% of those who said they take capsule medications, said their fears had increased. Forty-one per cent of respondents said they didn't take capsules.

Of the total, 16% said their fears hadn't increased. A minority of 13.9% said they have no fear of taking capsules.

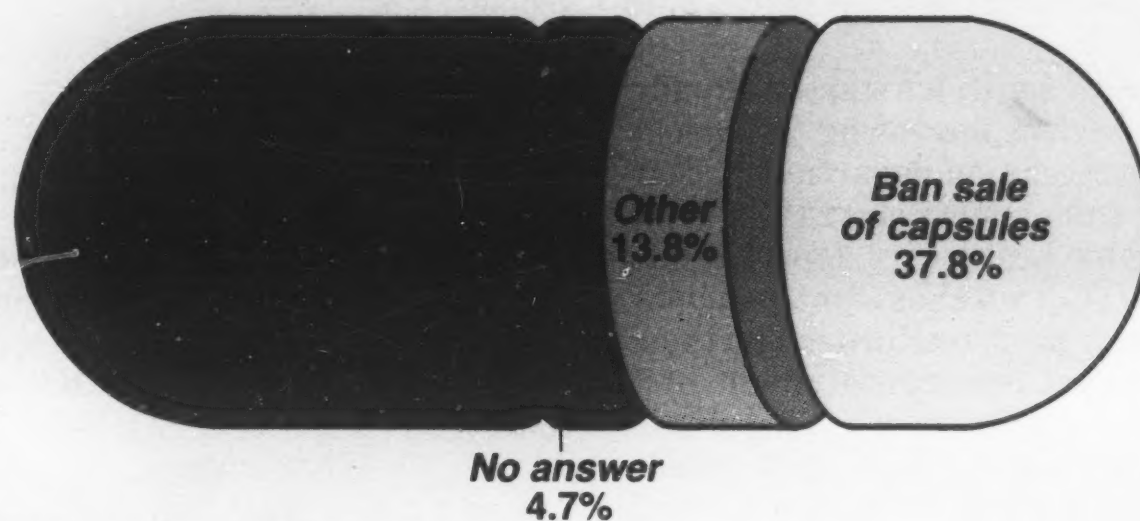
The results suggest that the series of capsule tampering incidents this year, and the subsequent response by three major vendors of discontinuing capsule products, have shaken consumers' confidence in capsule form.

Deaths in Washington

The deaths on June 5 and 11 of a man and a woman in Auburn, Wash., stemming from ingestion of cyanide-laced Extra-Strength Excedrin, were the fourth and fifth deaths resulting from contaminated capsules this year. Three of the five deaths, including the Feb. 8 death of a Yonkers woman who ingested contaminated Extra-Strength Tylenol, stemmed from tam-



What consumers say about capsules



Source: Drug Store News survey

pering, authorities said.

Since the survey, officials announced on June 25 that a fluoroscope examination in a random sweep of store shelves in Auburn revealed that a package of Whitehall's Anacin 3 "may have been contaminated with cyanide." Johnson and Johnson, Bristol-Myers and SmithKline Beckman have each discontinued all capsule products this year after tampering incidents.

The survey showed that women—who are the most frequent purchasers of capsule medications by a wide margin—are most likely to say capsules should be banned. Of the 526 women polled, 41.5% said they should be banned, compared to 33.6% of the 474 men who answered the survey.

Alternatives suggested

Men were more likely than females to suggest other alternatives. Alternative suggestions to banning and behind-the-counter restrictions were made by 13.8% of the total respon-

dents. But of the men, the percentage was 17.6%, and of the women, it was 10.3%.

The most commonly mentioned alternatives to banning and behind-the-counter sales were better packaging (3%), use of a pill or caplet (2%), by prescription or through a doctor (2%) and better security in manufacturing (2%).

Persons 65 or older were less likely than other age groups to say capsules should be sold only by pharmacists, and more likely than most other age groups to recommend other alternatives.

Females were more likely to say their fears have increased in the last month, with 35.9% saying "yes," compared to 20% of the males. Of males, 18.1% said they have no fear of taking capsule medication, compared to 10.1% of females.

Perceptions fluctuate

Consumers' perception on the safety of capsule medications in the wake of tampering incidents has tended to fluctuate. Statements by industry leaders as well as actions by manufacturers tend to influence the public mood, according to industry observers.

Consumers' views shifted toward the position that capsules were safe enough to sell in early March, after some industry spokesmen insisted that capsules could be made tamper-proof. But industry observers said attitudes shifted back toward wariness after the poisoning of Contac capsules discovered March 19 and 20 in Orlando, Fla., and Houston, and the Washington deaths.

Warner-Lambert surveys

Recent surveys by Warner-Lam-

Other suggestions on capsules

Better packaging	3%
Make into pill/caplet	2%
Prescription or doctor only	2%
Better security in manufacture	2%
Better law enforcement	1%

Source: Drug Store News survey

bert, the world's largest manufacturer of hard gelatin capsules, have revealed "some erosion" in consumer confidence. "But we still feel consumers, give the choice, would prefer capsules," said Marshall Malloy, a Warner-Lambert spokesman.

Surveys sponsored by Capsugel, the Warner-Lambert capsule manufacturing division, showed consumers' preference for capsules dropped to 38% after the Tylenol and Contac incidents this year, compared to 54% in 1983. Malloy confirmed that increased to 46% by early May, but he declined to reveal the most recent results.

The Lebharr-Friedman survey in its findings of support for confining capsules sales behind the counter seem to bolster the conclusions of a poll by Louis Harris that was conducted by telephone from Feb. 22 to March 3. In that survey, in which 1,305 persons were polled, 62% said they favored the statement that medicines that can be tampered with should be taken off the shelves and put behind the counter. On the question of whether the government should prohibit the manufacture of capsule medications, 48% said they favored such a step, and 49% said they were opposed.

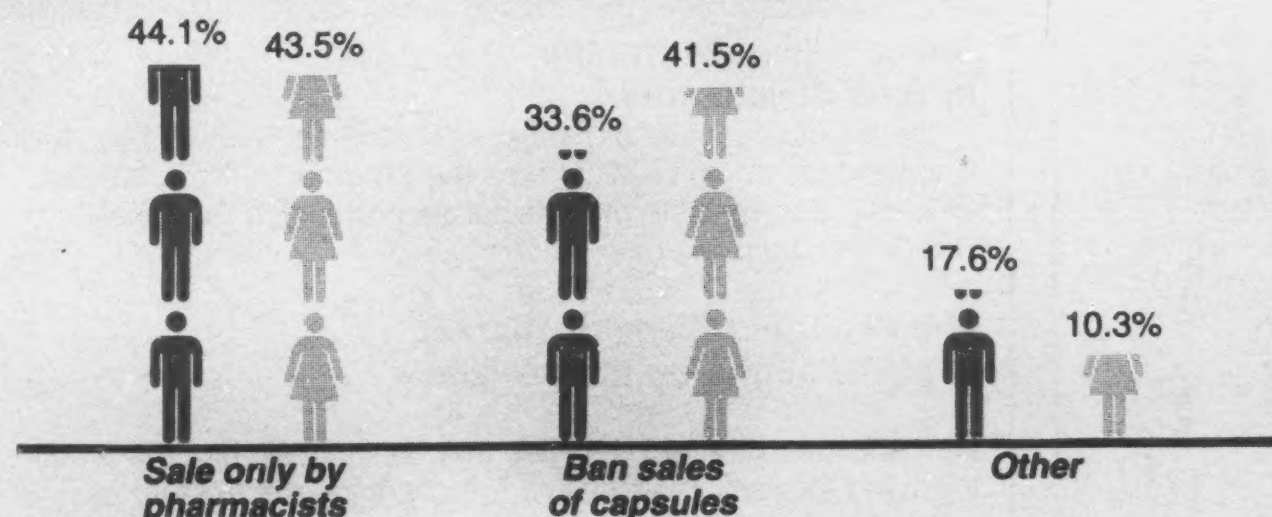
How study was done

Lebharr-Friedman's survey on consumer attitudes toward capsule medications employed a national probability sample of 1,000 adults, who responded to two questions from June 20 to 22.

The data was collected by TeleNation, a syndicated service of Market Facts Inc., a nationwide full-service market research organization.

The survey has a high reliability based on standard measurements. The standard error is 2.6%, meaning the results would vary by no more than this margin if all U.S. consumers were polled. The level of confidence is 90%, meaning 9 out of 10 persons could be expected to respond with answers consistent with the survey's results.

Men vs. women



Source: Drug Store News survey

DrSN digs up secret probe of pharmacy boards

WASHINGTON — Federal antitrusters are conducting a secret investigation into alleged anti-competitive restrictions on pharmacy practice by one or more state boards of pharmacy, *Drug Store News* has learned.

The probe by Federal Trade Commission officials has been under way since at least August of last year, according to documents obtained from that agency.

Although it was not clear at presstime how many state boards were under scrutiny—indeed, FTC officials even refused to confirm the existence of their "nonpublic" investigation—Federal documents obtained by *Drug Store News* reveal that pharmacy regulators in Massachusetts are one target of the commission's probe.

The federal investigation focuses on suspicions that a number of state pharmacy board regulations place "unreasonable restrictions on (drug store) ad-

vertising, or on business practices that offer increased convenience to consumers, such as branch offices and computerized prescription services."

The existence of the FTC investigation came to light when a routine check of FTC files turned up a motion by the Massachusetts Board of Registration in Pharmacy to "quash" a federal subpoena demanding that all members of the state board submit to questioning by investigators at the commission's Boston regional office.

Significantly, however, FTC's probe dates back at least a year to an FTC inquiry questioning several rules adopted by the Massachusetts board.

Asked board cooperation

At that time, FTC antitrusters asked officials of the Massachusetts board (and presumably pharmacy regulators in other states) to "cooperate" in an agency inquiry of potentially anticompetitive state pharmacy practice regulations.

Specifically, that FTC letter asked the board for information on several current regulations:

- One that prohibits pharmacists in the state from making "claims of professional superiority" and advertising "services that disparage the ability, character, or integrity of other pharmacists."
 - Another rule that bars mail-order Rx transactions as well as any other arrangement that "adversely affects the pharmacist-patient-practitioner relationship."
 - A third rule that prohibits "any arrangement whereby prescriptions may be collected, delivered in batch to a pharmacy, and filled."
- In petitioning to "quash" the FTC subpoena, Massachusetts assistant attorney general William Pardee argued that state licensing boards "may promulgate rules designed to promote professionalism even if there is some adverse effect upon competition."